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- ★ TELEVISION SETS
- ★ GIFTWARES
- ★ FREEZERS
- ★ WATCHES
- ★ WASHERS
- ★ RADIOS

Your Guide

to

SATISFACTION

CHUDNOW

TV, Appliances & Giftwares

1959 Buyers' Guide

Mr. Dealer: *Please Read Carefully*

TEAR THIS SHEET OFF

Dealer's Confidential Price Code

The description of each article is preceded by two numbers separated by a dash. The number before the dash is the catalogue number and the number after the dash is your cost.

GENERAL DEALER'S CODE -- EXAMPLE:

Page 4

100A---
CATALOGUE
NUMBER

11250
YOUR
COST

Retail \$225.00

WHOLESALE ORDER BLANK

ADVISE HOW TO SHIP

☐ C.O.D.☐ C.N.R.☐ C.P.R.☐ PARCEL POST☐ FREIGHT

When enclosing cash for merchandise selected, please include enough to cover Insurance, and also for Parcel Post, unless you wish to have it sent by express.

*Chudnow TV Appliances
& Giftware*

74 Princess Street, Winnipeg 2, Man.

Date.....19.....

Name

Street _____

City_____ County_____ Province_____

[illegible]

NOTICE! Shall we substitute In case we are temporarily out of goods ordered?_____

IMPORTANT— When ordering please state Catalogue number, article and price. Please Write Plainly

Chudnow TV Appliances & Giftwares

74 Princess Street

Winnipeg 2, Manitoba

PHONES:

WHitehall 2-5129

WHitehall 2-5120

TO OUR CUSTOMERS:

For the first time in Canada we are pleased to present a complete line of Nationally advertised major appliances, TV and Hi-Fi sets, etc. Choose from such famous names as **RCA VICTOR, MARCONI, ADMIRAL, ELECTROHOME, WESTINGHOUSE** and **MOFFAT**.

Buy with confidence — all merchandise carries the full Factory guarantee.

All major appliances with the exception of Freezers will be shipped **PREPAID** to your nearest station.

Time did not permit us to catalogue all our lines, and should you require items not shown, please write us for same.

Very truly yours,

CHUDNOW TV, APPLIANCES & GIFTWARES

P. CHUDNOW,

Sales Manager.

Chudnow Presents "Curtis" Perfect Diamond Rings



4/101



4/102



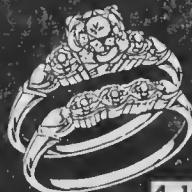
4/103



4/104



4/105



4/106



4/107



4/108



4/109 - 11250 —

Ever popular style Triple Diamond Engagement Ring and matching wedding ring with engraved top. 14-18K Gold.

Retail per set \$225.00



4/110 - 13000 —

9 Diamond Set. New and unusual creation executed with perfect centre diamond and 8 smaller diamonds, 14-18K Gold.

Retail per set \$260.00



4/111 - 35000 —

A large fiery centre diamond flanked by fashionable baguette-cut diamonds for the most discriminating taste. 18K all white gold setting.

Retail (each) \$700.00



4/112 - 30000 —

Large Centre Diamond of exquisite beauty and six flashing shoulder diamonds. 14-18K Gold setting.

Retail (each) \$600.00

BEAUTIFULLY BOXED
Fully Insured and Registered

4/101 - 4250 —

Bridal Set. Single diamond on engagement ring and gleaming white gold tops on shoulders and wedding ring. 14-18K Gold.

Retail per set \$85.00

4/103 - 3975 —

A Lovely A-1 Diamond Solitaire and matching Wedding Ring in 14-18K Gold.

Retail per set \$79.50

4/105 - 6250 —

3 Diamond Engagement Ring of futuristic design and carved Wedding Ring to match with rosette motif.

Retail per set \$125.00

4/107 - 13750 —

A stunning Beauty! 13 sparkling diamonds of captivating lustre. 14-18K Gold Set.

Retail per set \$275.00

4/102 - 5000 —

Another Hand Engraved Single Diamond Duet, 14-18K Gold.

Retail per set \$100.00

4/104 - 4875 —

An artistically hand carved Bridal Set. Perfect centre diamond in engagement ring. 14-18K Gold.

Retail per set \$97.50

4/106 - 9250 —

An outstanding 6 Diamond set. Beautifully flanked with lovely hearts on shoulders, 14-18K Gold.

Retail per set \$185.00

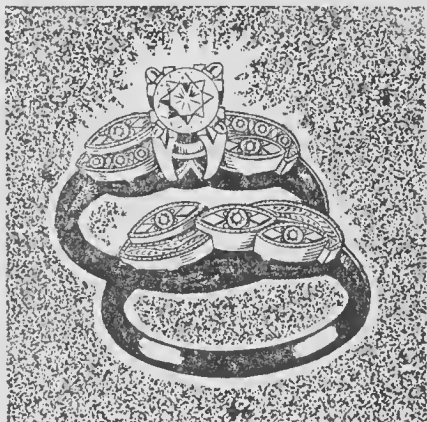
4/108 - 14750 —

Beautiful "Hearts and Flowers" motif in 14-18K Gold. Large perfect centre diamond flanked by two shoulder diamonds. Matching wedding ring with engraved top.

Retail per set \$295.00

FULLY INSURED AND REGISTERED

Chudnow's Irresistible "Curtis Diamonds"



GIFT BOXED

FULLY INSURED AND REGISTERED

FEATURE VALUE — LADY LILLIAN

100A - 11250 —

Magnificent 12 Diamond Duet to fulfill her fondest dreams. Perfect in design — perfect in value. 14-18K Gold. Complete set.

Retail **\$225.00**



100B - 7500 —

Enchanting styling in solitaire diamond ring and matching carved wedding ring, 14-18K Gold.

Retail
per set **\$150.00**

100C - 6250 —

Bridal Set. Single fiery diamond in the engagement ring. Matching wedding ring with beautifully engraved top. 14-18K Gold.

Retail
per set **\$125.00**

100D - 6750 —

Single Diamond Bridal Set. Matching Wedding ring with hand engraved top. 14-18K Gold.

Retail
per set **\$135.00**



100E - 4225 —

Richly engraved duet with single diamond in the engagement ring. 14-18K Gold. An excellent value!

Retail per set **\$84.50**

100F - 4625 —

Daintily carved Bridal Set with single diamond in the engagement ring. Wedding ring engraved with rosettes to match. 14-18K Gold.

Retail per set **\$92.50**

100G - 10000 —

Six diamond set in fashionable settings. 3 diamonds in engagement ring and 3 diamonds in the wedding ring. 14-18K Gold.

Retail per set **\$200.00**

100H - 15000 —

1 diamond matched bridal ensemble. Engagement ring has large centre diamond, 4 shoulder diamonds. Wedding ring has 6 diamonds. A lovely set handsomely enthroned in 14-18K Gold.

Retail per set **\$300.00**



100I - 15000 —

Large centre diamond and 4 side diamonds in engagement ring. 7 diamond wedding ring. 14-18K Gold.

Retail per set **\$300.00**

100J - 19000 —

Captivating Charm! An outstanding matched Bridal Set with 12 perfect diamonds. Here is a set to win your girl's heart. 14-18K Gold.

Retail Regular .. **\$410.00**

Special per set .. **\$380.00**

Above rings also available in white gold at no extra cost

100K - 17000 —

ILLUSTRATION only can reveal the simple beauty of the bow motif in this set with large centre diamond and 10 smaller matching diamonds. 14-18K Gold.

Retail per set **\$340.00**

100L - 14000 —

"THE BRIDAL PAIR"
Elegance and Value! Single large diamond in perfectly matched bridal pair.

Retail per set **\$280.00**

OUTSTANDING STYLES IN LADIES' AND GENTS' RINGS



43/8066-1500—

Lady's genuine cultured pearl ring. Beautiful modern 10K gold mounting, set with 3 genuine synthetic rubies.

Retail \$30.00

43/9046-8800—

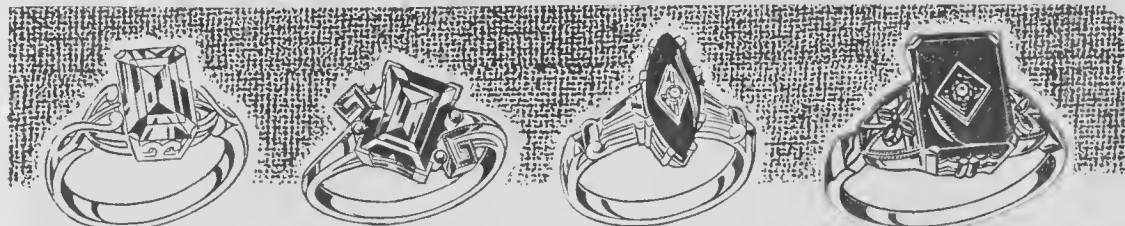
Lady's cultured pearl cocktail ring with 23 full cut Diamonds surrounding pearl. This ring is the last word in style. Truly something she will treasure for a lifetime. 18K Gold mounting.

Retail \$176.00

43/1835-1575—

Modern and outstanding in design. This genuine cultured pearl ring with two sapphire stones on either side of the pearls, is a gift she will treasure.

Retail \$31.50



43/8014-800—

Exciting new design in birthstone ring. Wishbone type design on shoulders in 10K gold mount. Gift boxed. Above available for same price in Genuine Alaska Black Diamond.

Retail \$16.00

43/9027-900—

Latest in the outstanding designs. Birthstone with square shape design on shoulders. Gift boxed. Above available for same price in Genuine Alaska Black Diamond.

Retail \$18.00

43/9008-1475—

Marquise shaped onyx with genuine diamond in centre. Sapphire baguette stones on shoulders. Gift boxed. Above available for same price in Genuine Alaska Black Diamond.

Retail \$29.50

43/825-875—

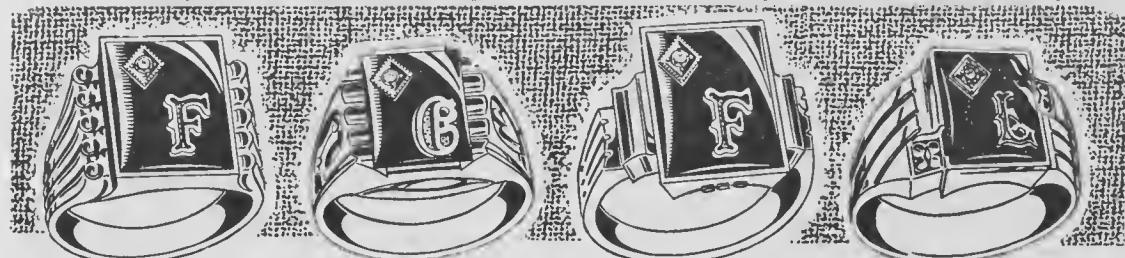
Lady's Onyx ring with diamond centre. Pedal design on shoulders. 10K gold mount.

Retail \$17.50

43/825-775—

Same as above with initial instead of diamond.

Retail \$15.50



43/7024-2250—

Gent's masculine diamond set black onyx ring. 10K yellow gold mounting. This ring is also available in ruby or blue.

Retail \$45.00

43/7024-2000—

Same as above in genuine Alaska Black Diamond.

Retail \$40.00

43/7058-1800—

Onyx initial and diamond ring in 10K yellow gold mounting. Masculine in appearance with engraved shoulders. Also available in ruby or blue.

Retail \$36.00

43/7058-1600—

Above ring may also be obtained in genuine Alaska Black Diamond.

Retail \$32.00

43/743-1650—

Onyx with initial and diamond in modern new style 10K yellow gold mounting. Also available in ruby or blue.

Retail \$33.00

43/7021-2200—

Gent's onyx with initial and diamond in handsome 10K yellow gold mounting. Above also available in ruby or blue with initial and diamond.

Retail \$44.00



JEWEL BOXES FOR MILADY FROM 5th AVENUE

An Ideal Gift for Girls from 16 to 60

5178-1290 — JUMBO JEWEL BOX. The extra large Jewel Case for the girl who is loaded with jewelry. This lovely case gives her plenty of room for all her Baubles, Beads, Buttons and Bows. Has precision made wood frame covered with the most beautiful Jewel-tone 24-kt. gold tooled leather content covering. The cover has a full beveled mirror and finest quality solid brass lock and key. Luxurious velvet lining in rich colors: Blue, Ivory or Turquoise. Size 15 x 8 x 3 3/4 inches.

Retail\$19.50

5167-730 — Elegance is the word for this Jewel Box. For the girl who desires the utmost in quality and utility. A large modern jewel case with the finest Jewel-tone leather content covering tooled on cover and sides. Has quality velvet lining like our best genuine leather case. Automatic lift earring tray and drawer, finest grade polished brass lock and key. Colors: Ivory, Green or Light Blue. Size 11 1/2 x 8 x 4 inches.

Retail\$10.95

5171M-1330 — MUSICAL JEWEL BOX. A charming Jewel Case that is as smart as it is novel. The doll reflected in the mirror dances and turns to the tune which is heard when the box is opened. Covered with fine leather content covering and lined in lush high pile velvet. The beautiful jewel case is 24-kt. gold tooled and has a Genuine Swiss Music mechanism. Colors: Ivory, Blue or Rose. Large, roomy size: 11 1/2 x 8 x 3 1/2 inches.

Retail\$19.95

5154L-400 — A Top Quality Box — at a Modest Price. Covered with the most beautiful leather content covering available. Lined with fine velvet and satin with precision made sturdy wood frame. Diamond shaped mirror in lid — 24-kt. Gold Tooled — Lock and Key. Glorious colors: Ivory, Rose, Green or Turquoise. Roomy size: 7 x 10 x 3 1/2 inches.

Retail\$5.95

Switzerland's Latest Styles In Ladies' Watches

1401-2125—

Lady's 17 Jewel wrist watch. Highly polished, accurate, fully guaranteed Swiss movement. This exquisite timepiece has an unbreakable mainspring and rock crystal. Complete with expansion bracelet. Beautifully boxed. **Retail \$42.50**

1402-2425—

Lady's 21 Jewel wrist watch. Highest quality Swiss movement in 10K gold plate case. Unbreakable mainspring and rock crystal, this watch is the very latest in style. Complete with matching expansion bracelet. One Year Guarantee.

Retail \$48.50

1403-2200 — 17 Jewel Lady's watch of outstanding quality. Has 10K rolled gold plate case with stainless steel back. High grade Swiss movement with unbreakable mainspring and rock crystal. Complete with matching expansion bracelet. One Year Guarantee. **Retail \$44.00**

1408-1750—

Lady's beautifully styled 17 Jewel watch in 10K rolled gold case with rock crystal. Positively the latest in style and design. Swiss movement is antimagnetic and has an unbreakable mainspring. Complete with black silk cord. One Year Guarantee.

Retail \$35.00

1404-2475—

Lady's 17 Jewel high grade Swiss wrist watch in 10K rolled gold case. Has rock crystal and a beautiful design on the shoulders. The 5 ligne movement is fully guaranteed and has an unbreakable mainspring. Complete with a black silk cord. One Year Guarantee.

Retail \$49.50

1405-1975—

Lady's high grade Swiss 21 Jewel wrist watch. Comes in 10K rolled gold plate case, stainless steel back, rock crystal. Complete with black silk cord. One Year Guarantee.

Retail \$39.50

1407-2625—

Lady's Swiss top quality 5 ligne movement in 10K rolled gold case with stainless steel back. This fine timepiece has an unbreakable mainspring and rock crystal. Complete with matching snake bracelet. Gift Boxed.

Retail \$52.50

1406-2475—

Lady's High grade 17 Jewel Swiss watch in beautiful 10K gold plate case. Highest quality 5 ligne movement with unbreakable mainspring and rock crystal. Here is a timepiece any woman would be proud to own. Complete with black silk cord. One Year Guarantee.

Retail \$49.50

Chudnow Presents . . .

THE LATEST IN MEN'S WATCHES

FOR 1959 BY CURTIS



- UNBREAKABLE MAINSPRINGS
- WATERPROOF
- FULLY GUARANTEED
- SHOCK-RESISTANT
- UNBREAKABLE CRYSTAL

30 JEWEL SELF-WINDING CALENDAR WATCH

2001-4750—

Gent's 30 Jewel Automatic watch in natural yellow 20 micron waterproof case, stainless steel back. The Swiss movement is of highest quality. Luminous dial, shockproof, unbreakable main-spring. Calendar window indicates day of month. Matching expansion bracelet with alligator leather ends. One Year guarantee. Gift Boxed.

Retail **\$95.00**

2002-2250—

17 Jewel Curtis Gent's wrist watch. Fully guaranteed precision Swiss movement. This outstanding watch is waterproof, shockproof, antimagnetic, sweep second hand and luminous dial. Complete with unbreakable matching expansion bracelet that is guaranteed for life. Gift boxed.

Retail **\$45.00**

CURTIS 25 JEWEL SUPER AUTOMATIC

2003-3900—

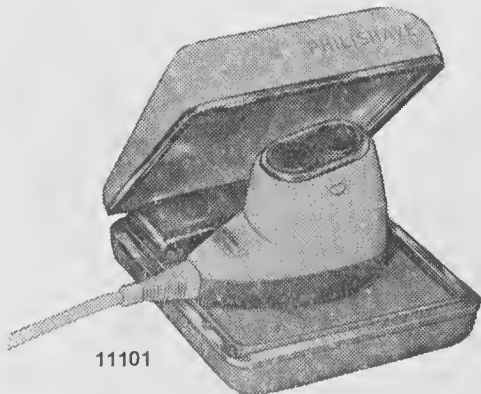
25 Jewel Curtis Automatic wrist watch in chrome case and stainless steel back. Case has pie-crust design. Switzerland's finest craftsmen have used the very best in materials in the manufacturing of this timepiece. Adjusted in 3 positions for better time this watch is also water-resistant, shockproof, antimagnetic, sweep-second hand, matching expansion bracelet. One Year Guarantee. Gift boxed.

Retail **\$78.50**

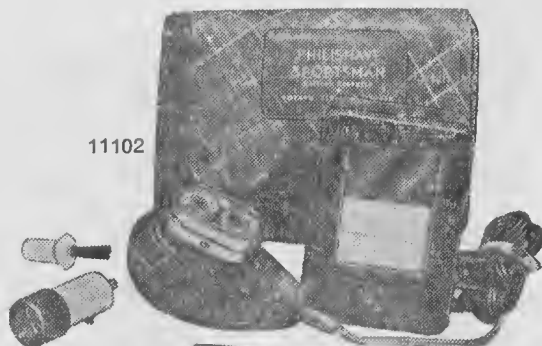
2004-4250—

Same as above in 20 micron yellow case.

Retail **\$85.00**



11101



11102

Nationally Advertised Electric Shavers

NEW PHILISHAVE SPEEDSHAVER

11101-1895 — You're looking at a brand new shaver — the all new Philishave with exclusive rotary action. The world's largest selling shaver because of so many advanced features. Where ordinary shavers' stop-start motion may chafe, or burn the skin, all-new Philishave with added power gives faster, closer shaves than ever before without irritation. One shave will convince you. New push-button cleaning action and two-tone styling. Operates on 25 and 60 cycle AC/DC. Complete with cord and attractive travel case.

Retail \$29.95

PHILISHAVE SPORTSMAN

11102-1795 — Battery operated, shaves anywhere — anytime. Runs on 3 ordinary flashlight batteries or, with the special adapter plug, fits into the cigarette lighter socket of any car to power the "Sportsman" direct from car battery. Operates on 6V and 12V systems. Now with the colorful tartan kit and unbreakable battery case faced with highly polished metal mirror.

Retail \$27.95

REMINGTON AUTO-HOME ROLLECTRIC

11103-2250 — Now motorists, sportsmen, truckers can have the famous rollectric performance in a car or home with the world's only dual volt shaver. Shaves equally well on car battery or 110 volt AC/DC home current. Complete with auto lighter adapter, in handsome gift case. Please specify 6 or 12 volt.

Retail \$35.95

SHICK POWERSHAVE

11105-2263 — The all-new Shick electric shaver, custom styling. Has new flip-open Whiskits for easier cleaning — new start-stop switch — styled to fit the hand comfortably. Designed to come in full contact with every whisker on your face. Rotary motor has twice the power. Operates on 110-120 volts — AC/DC current. Choice of 4 colors: white, tan, green or black in a luxuriously styled travel case.

Retail \$33.95

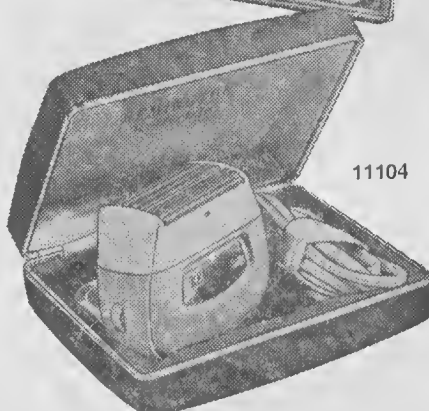
REMINGTON ROLLECTRIC

11104-2150 — New close-cutting Action Roller combs "Knead" whiskers into ideal cutting position. Here's closer, more comfortable shaving than you ever got with any other shaver! The new Rollectric floats on four rollers of polished chrome. It's all comfort, no matter how hard you press. There's new speed and power in the Rollectric contour head. Six diamond honed cutters riding on new silent pressure springs perform over 24,000,000 cutting strokes per minute, driven by the most powerful 110-volt AC/DC rotary motor of any shaver made.

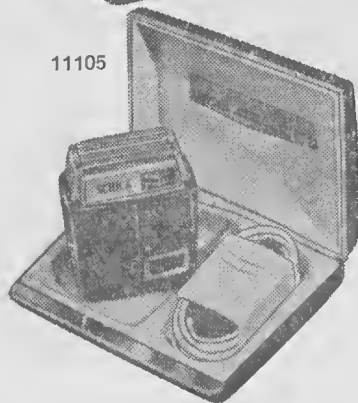
Retail \$33.95



11103



11104



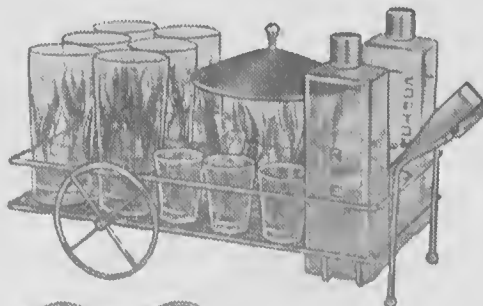
11105

... GIFTWARES

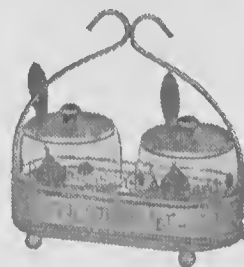
BOOK BAR



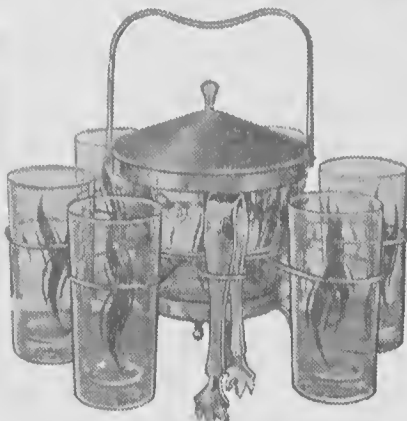
FITTED BEVERAGE CART



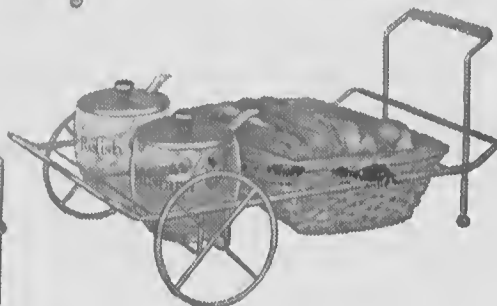
MUSTARD AND RELISH SERVER



ICE BUCKET



PAGODA SET



HOT DOG CART

BOOK BAR

534492-500 — Book Bar consisting of three book-like decanters marked Scotch, Rye and Rum. Ceramic decanters each hold a fifth of liquor and sit on a polished brass stand. Ideal for office or home use. Individually Boxed.

Retail **\$7.50**

ICE BUCKET

53T21-550 — Colorful ice bucket in Red, Black or Ivory with brass trimming. Fully insulated to keep ice cubes firm for hours. Individually Boxed.

Retail **\$8.25**

FITTED BEVERAGE CART

53T25-1250 — Created to aid gracious Hosts and help to make entertaining much more fun. Beautifully finished brass stand is fitted with six decorated tumblers, six shot glasses and a Scotch and Rye decanter that is trimmed in 22 kt. gold. The glass centre ice bucket is also decorated with a matching metal lid and brass hammered ice tongs. Individually boxed.

Retail **\$18.75**

PAGODA SET

53T20-797 — Beverage serving set with a polished brass stand. Set consists of six heavy bottom decorated glasses and ice bucket with matching metal lid. Easy to get at brass hammered ice tongs makes serving a real pleasure. Individually Boxed.

Retail **\$11.95**

MUSTARD AND RELISH SERVER

53T23-330 — Literally "adds prestige" to your table. Brass finished stand with delicate filigree work and handle. Stand is fitted with a mustard and relish jar with matching lids and spoons. Individually Boxed.

Retail **\$4.95**

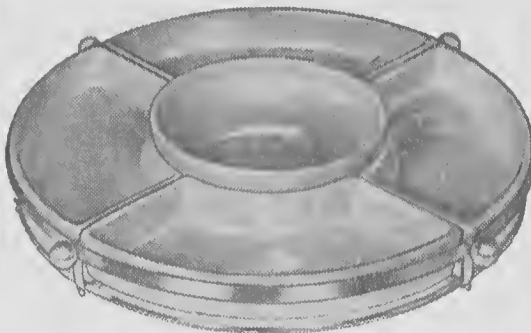
HOT DOG CART

53T24-500 — Serve hot dogs graciously. Brass plated cart with straw basket for hot-dogs, chips, etc. Mustard and relish jar with matching lids and spoons. Individually Boxed.

Retail **\$7.50**



6156



6155



61957

Giftware

4-PIECE SALAD SET

6156-597 — "Turquoise Floss" 4-Piece Salad Set. Salad bowl in glass turquoise with white laced, fired-in, matching fork and spoon. Brass stand on solid brass balls.

Retail\$8.95

REVOLVING LADY SUSAN

6155-730 — Large 15" "Turquoise Floss" Revolving Susan. Glass inserts are turquoise with over all lace decoration permanently "fired-in" — mounted on a beautiful, flat brass banded base. Individually Boxed.

Retail\$10.95

COCKTAIL SHAKER

61957-197 — King-Size 32-oz. Cocktail Shaker. Decorated with twelve most popular cocktail recipes. Polished aluminum cap. Assorted colors.

Retail\$2.95

SERV-MOBILE CASSEROLE

61900-500 — A 1½ qt. white oven-proof casserole with 22 kt. gold decoration. Complete with brass stand replica of a wheel barrel and warmer. Gift Boxed.

Retail\$7.50

DELUXE COFFEE CARAFE

65904-500 — 10 cup capacity made of Pyrex heatproof glass. Beautifully decorated in 22 kt. gold with new dripless pouring spout. Stand and warmer finished in brass, includes candle. Ideal for serving cold drinks as well. Gift Boxed.

Retail\$7.50

8-CUP CARAFE

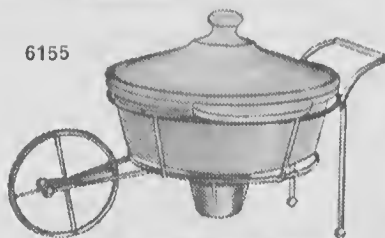
65861-397 — Beautifully decorated with 22 kt. gold. Brass finished stand with warmer. Gift Boxed.

Retail\$5.95

DECANTER SET

65993-330 — Highly finished brass stand with two decanters. Decanters are 22 kt. gold trimmed and marked S and R for Scotch and Rye. Boxed for gift giving.

Retail\$4.95



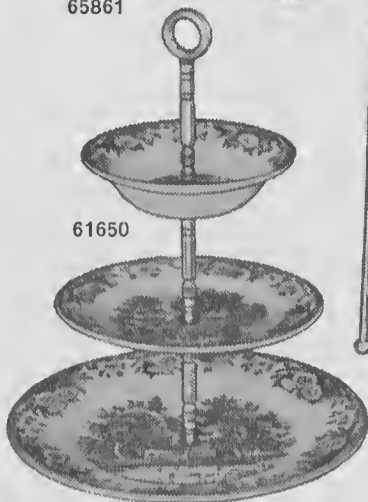
61900



65861



65904



61650



65993

3-TIER TID-BIT TRAY

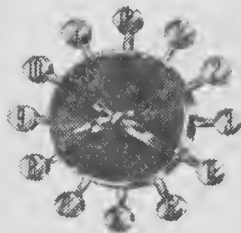
61650-460 — Colorful "Fair Oakes" pattern made of Royal China. This beautiful tid-bit tray is set off by lovely brass breaks. Individually Boxed.

Retail\$6.95

electric clocks by

SPARTUS

All Spartus clocks are UL approved, self-starting synchronous motors, 110-120 volts, 60 cycle, AC only. Fully guaranteed.

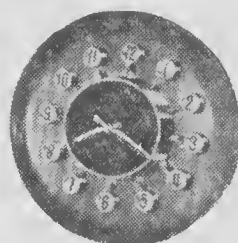


POM-POM

A lustrous copper finish clock of unique design, with contrasting black face. 7" in diameter.

50A517-663.....Retail ea. \$9.95
Same as above in red, yellow, pink or turquoise with white dial and contrasting numerals.

50A505-530.....Retail ea. \$7.95



"THE KING"

Modern simulated wood grain plate with attractive 3rd dimensional clock center. Your choice of glistening blond or walnut with lustrous gold-finish numerals and hands and contrasting ebony face. 10" in diameter.

50A630-723.....Retail ea. \$10.85



THE FUTURA

This clock design is as modern as the future. Comes in a stunning ebony wrought-iron or in a handsome Off-White finish. Hours are indicated by gleaming raised brass studs. Hour, minute and second hands are constructed of heavy, highly polished brass. Diameter, 10½".

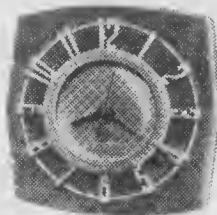
50A125-797\$11.95



"KITCHEN QUEEN"

Newly styled attractive dinner plate in bright colored plastic. ½" raised numerals—easy to read. 8½" in diameter. Plates in red, yellow or turquoise with white center dial, black hands and contrasting numerals.

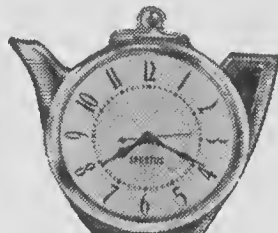
50A522-663\$9.95



THE DIANA

Brightly colored case with modern third dimensional white face and numeral design. Comes in red, yellow, black and turquoise. Ideal for any room in the house. 7½" x 7½".

50A501-530\$7.95



"TEA TIME"

Large white dial with black numerals and sweep second hand, can be seen from any part of the Kitchen. Choice of two Jewelry finishes. 7½" high.

50A525-723 — Copper, Ret. ea. \$10.85

50A525-723 — Chrome, Ret. ea. \$10.85

ANIMATED NOVELTY CLOCKS



KLOCKER SPANIEL

See the eyes move... Watch the 3" tail wag! This clock adds a merry note to any home. It is a favorite of youngsters and adults. A wonderful novelty clock for nursery, den, bedroom or kitchen. In black, red or yellow. 10¼" high.

50A101-723\$10.85



"FRENCHY" CHEF CLOCK

A gay clock to brighten every kitchen. Natural flesh color with white hat and tie. His twinkling eyes actually move. This clock is an internationally famous design and is quality made in every detail. 12" high, 6" wide, 3" deep.

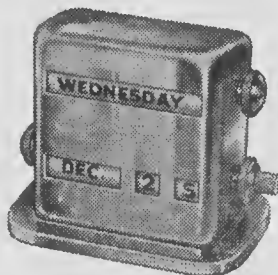
50A105-723\$10.85



COPPER FRY-KLOK

A simulated copper skillet wall clock with a high lustrous finish. Black hands, red sweep second hand and raised black numerals effect a third dimensional design. A handsome addition to any Kitchen. Overall dimensions 12" high, 8½" diameter and 2¼" deep.

50A121-723\$10.85

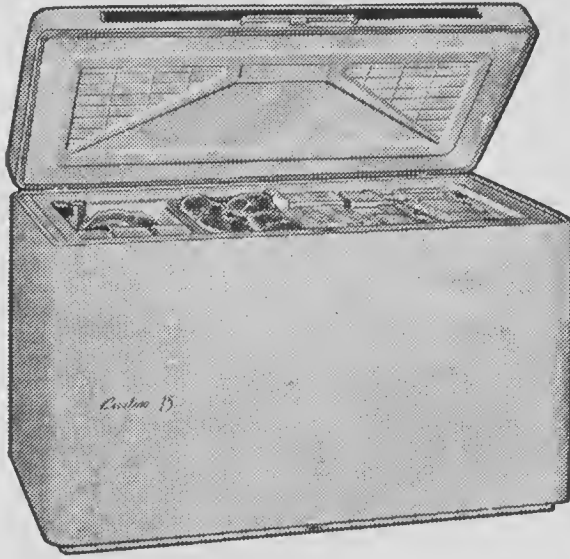


PERPETUAL CALENDAR

Perfect for commercial and office use. Hood is finished in gleaming goldtone with brass base and trim.

1184-200\$2.95

FREEZERS - *Fully Guaranteed*



MODEL C2

MODEL C2-28900

Chest Freezer

STORAGE VOLUME 17 CUBIC FT.,
CAPACITY 595 LBS.

- 2 convenience baskets, easy-to-reach top storage.
- 2 removable storage dividers for extra convenience in loading and unloading.
- 91 lb. cap. "fast-freeze" compartment.
- Automatic temperature control, pre-set to hold that "just-right" temperature.
- Non-sweat steel type condenser, condensation on outside of cabinet is eliminated.
- Full 5-year written warranty on compressor.

C2-27496 **\$419.00**
F.O.B. Winnipeg

Same as above, but 10 cu. ft. capacity, one basket, one divider.

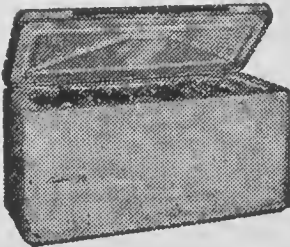
C1-24493 **\$349.00**
F.O.B. Winnipeg



MODEL C1

Same as above, but 20 cu. ft. capacity, three baskets, three dividers.

C3-33486 **\$499.00**
F.O.B. Winnipeg

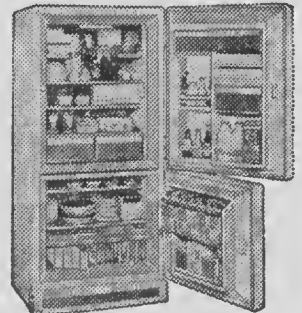


MODEL C3

Fully Automatic - SUPER MODEL REFRIGERATOR-FREEZER - 14 Cu. Ft.

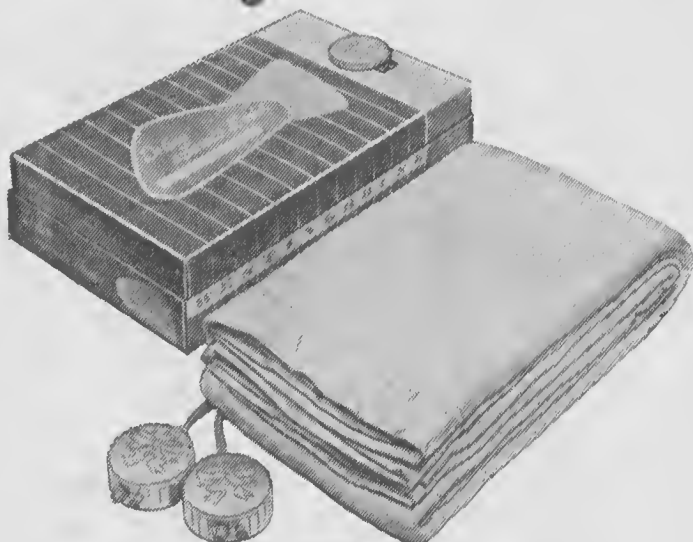
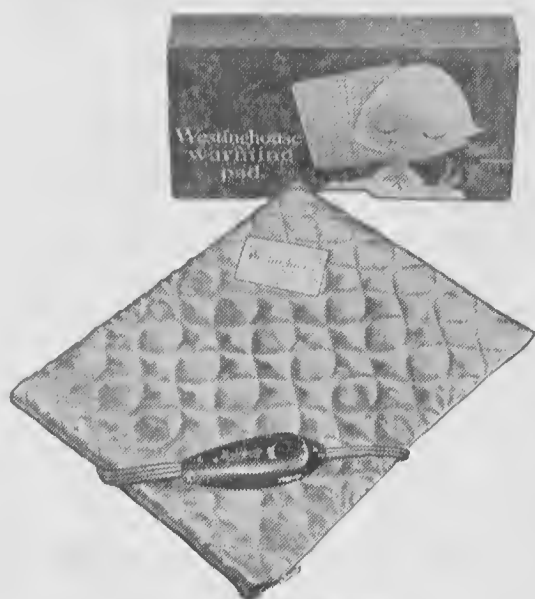
- 9½ cu. ft. fully automatic refrigerator.
- 5 cu. ft. tone zone food freezer.
- Height, 68½"; Width, 30¾"; Depth, 28¾".

RF-42968 **\$569.00**
F.O.B. Winnipeg



MODEL RF

WESTINGHOUSE APPLIANCES...



WESTINGHOUSE "CAROUSEL"

11201-6573 — Gets more dirt with each stroke. Comes with accessories for cleaning the entire house: Floor 'N' Rug Tool, Drapery Nozzle, Crevice Tool and Dusting Brush. Adjustable suction control and Toss-Away filter bag which holds more dirt. This smartly styled 2-tone turquoise Carousel Vacuum swivels and rolls on silent wheels. Exclusive 5-year guarantee on motor unit. **Retail \$86.95**

ADJUSTOMATIC ELECTRIC BLANKET

11204-2793 — Fleecy Nylon blend lightweight blankets with nine distinct heats — nine safety thermostats to maintain exact heat selected! Available in double bed size with single or dual controls. In petal pink, dawn blue, or melody green. Single control. **Retail \$36.95**

11204A-3247 — Same as above in Dual Control. **Retail \$42.95**

ELECTRIC KETTLE

11203-1129 — Generous 2 quart capacity and Instant-heating "Corox" element means plenty of boiling water in just 2½ minutes! Easy-grip handle is perfectly balanced for pouring . . . positioned well out of steam zone. Non-Drip, No-Scald Spout. **Retail \$14.95**

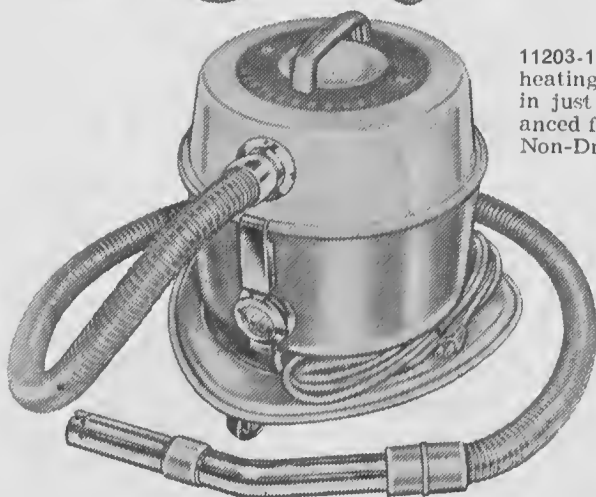
WARMING PADS

Standard and Deluxe Model

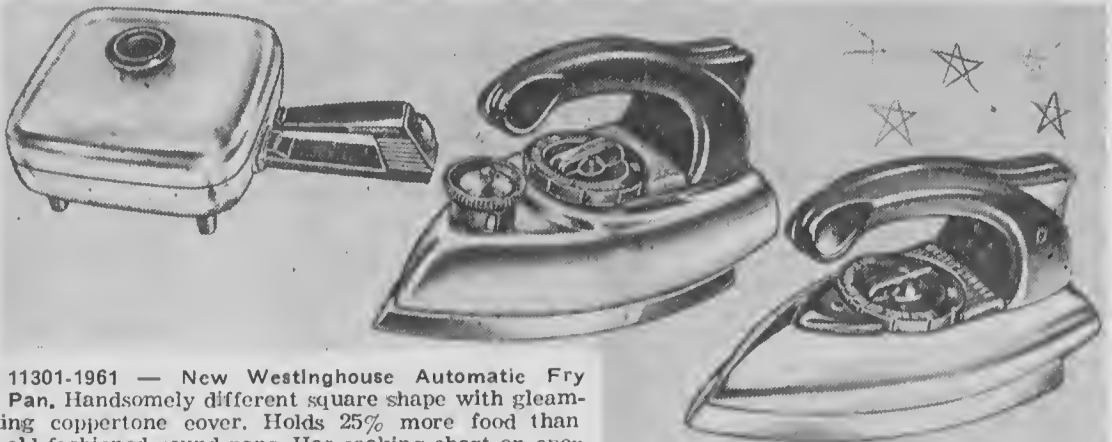
11205-676 — Three separate degrees of heat controlled by automatic "BRAIL-WAY" switch that can be set in the dark. Four thermostats ensure safety and reliability. Deluxe model cover in quilted satin; standard in terry cloth. Both pads available in pastel rose, blue or green. Two year guarantee.

Standard Model **Retail \$8.95**

11206-752 — Similar to above in Deluxe Model. **Retail \$9.95**



You can be sure with Westinghouse



11301-1961 — New Westinghouse Automatic Fry Pan. Handsomely different square shape with gleaming coppertone cover. Holds 25% more food than old fashioned round pans. Has cooking chart on open safety handle, control dial — light signals. Can be immersed right up to end of handle for easy washing. Complete with cord.

Retail \$25.95

11301A-1886 — Same as above with glass lid.

Retail \$24.95

11302-1432 — Open Handle Steam or Dry Iron. Steam or dry ironing at the turn of a dial! Weighs less than 3½ lbs. Open handle makes it easy to iron inside sleeves and cuffs. Fifteen steam vents in the soleplate mean more steam over a wider area and reduced ironing time!

Retail \$18.95

11303-850 — Open Handle Dry Iron. Palm-fitted hand-rest needs no gripping. Exclusive open-handle design gets right inside sleeves and pockets. Fabric selector dial. Weighs only 2 lbs. 10 oz. Priced just right too!

Retail \$11.95

11304-1961 — Automatic Pop-Up Toaster. Dial any degree of brownness . . . from light to dark. Toasts thick or thin slices of bread, and features extra lift-up lever that eliminates the need of "digging out" small slices.

Retail \$25.95

11306-2188 — Custom Automatic Coffee Percolator. Full range selector makes coffee any strength from mild to strong . . . and fully automatic control keeps it the same heat and same flavour — for hours! Triple plated chrome body . . . capacity 2 to 9 cups.

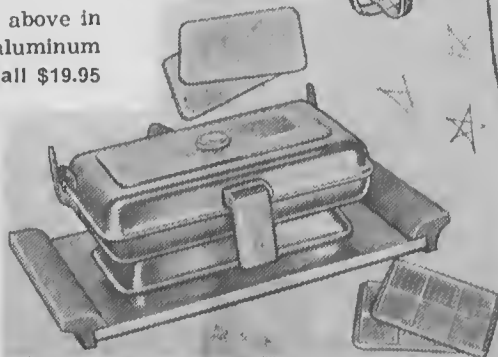
Retail \$28.95

11306A-1507 — Similar to above in standard model with aluminum finish.

Retail \$19.95

11307-1100 — Combination Waffle Iron and Sandwich Grill. Finished in mirror bright chrome with black walnut heat resistant handles. Clear vision heat indicator. It toasts, fries, grills, bakes. Complete with cord. Individually Boxed.

Retail \$16.50



11305-1886 — Portable Mixer. Convenient, exclusive "Stop-n' Go" Switch. A touch of the thumb . . . full power instantly! Another press stops the mixer. Two large, easy-to-clean beaters. Three speeds. Available in Turquoise, Yellow, Pink and all White.

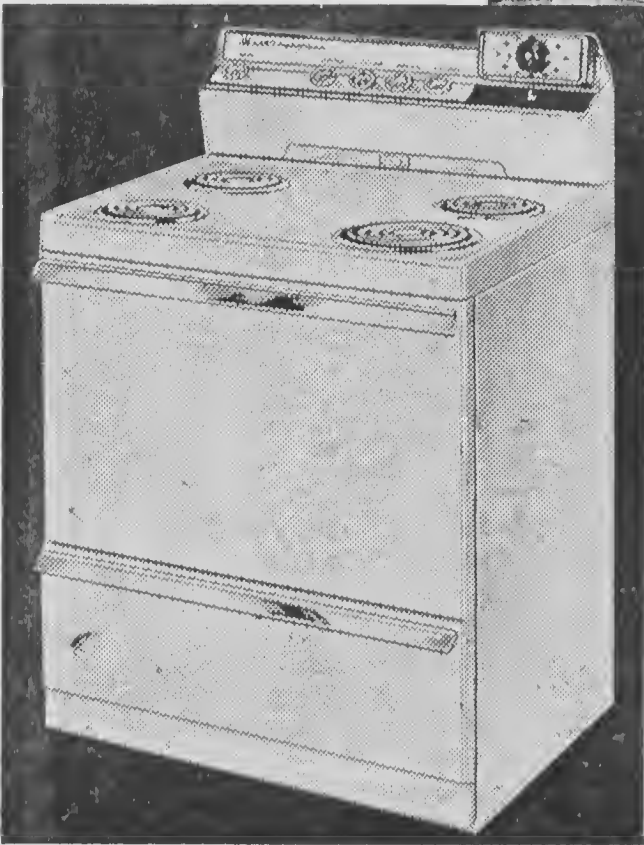
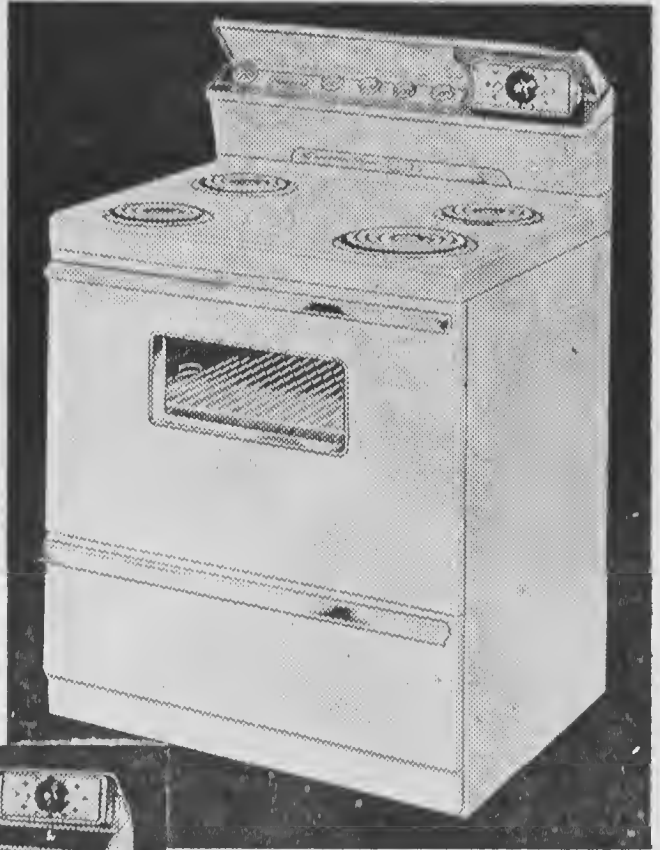
Retail \$24.95

WESTINGHOUSE ELECTRIC RANGES

Deluxe Imperial

MODEL ALM-30 — 27905: Deluxe 30" range with new convenience features for best baking . . . easiest cleaning! Has Color Glance Controls and Super Deluxe Control Panel; Automatic Timer and Minute Timer; Automatic Appliance Outlet; Plug-Out Units; Miracle Seal Oven; Reversible Oven Racks; Non-Fog Look-In Window in Oven Door. Dimensions: Width, 30"; Counter Height, 36"; Depth, 25 $\frac{1}{8}$ "; Overall Height, 47 $\frac{1}{2}$ ".

Prepaid\$369.00



Ambassador

MODEL BL-30 — 23932: Shape of Tomorrow styling plus outstanding features that work for you — at a moderate price. Enjoy new cooking and baking convenience with Rotary Controls and Deluxe Control Panel; Automatic Timer and Minute Timer; Automatic Appliance Outlet; Oven Signalite and Miracle Seal Oven. Dimensions: Width, 30"; Counter Height, 36"; Depth, 25 $\frac{1}{8}$ "; Overall Height, 47 $\frac{1}{2}$ ".

Prepaid\$309.00

RCA VICTOR RECORD PLAYERS



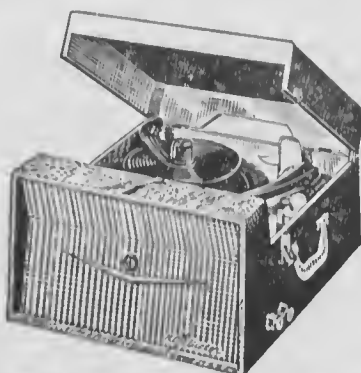
Model K371 — 2450 Ret. \$29.95

4-Speed manual, portable "Victrola" phonograph. Finger-lift tone-arm. New cabinet styling with Morocco-finish grille-frame and striped lid-section in Flame Red and White, Desert Gold and White, Cornflower Blue and White, Two-tone Grey or Two-tone Green. Height, 6"; Width, 10 $\frac{1}{4}$ "; Depth, 14 $\frac{1}{4}$ ".



Model K374 — 3877 Ret. \$49.95

4-speed manual, portable "Victrola" phonograph with two speakers, 3 tubes, tone and volume control. Finger-lift tone-arm, colour-keyed turntable compartment. In two-tone grey, or two-tone green. Height: 6 $\frac{3}{4}$ "; Width, 15"; Depth, 15 $\frac{1}{4}$ ".



Model F382 — 5495 Ret. \$69.95

4-speed automatic, portable "Victrola" phonograph. Separate tone and volume control. Twin synthetic sapphire styli. In Morocco-finish Desert Gold and White, two-tone grey or two-tone green. Height, 8-5/8"; Width, 15 $\frac{1}{4}$ "; Depth, 17 $\frac{1}{4}$ ".



Model HF381 — 10560 Ret. \$139.95

4-speed High Fidelity portable "Victrola" phonograph with three-speaker sound system. Amplifier output 3.5 watts, 70-20,000 cycle range. Automatic record changer, balanced tone arm, twin synthetic sapphire styli. Handsome Palomino Tan cabinet. Height, 10 $\frac{1}{4}$ "; Width, 19"; Depth, 19".

Model L301 — 9250 Ret. \$119.95

Deluxe portable Radio-"Victrola" Combination with 4-speed automatic record-changer and printed circuit radio. 4" x 6" PM speaker, continuous tone control. Balanced tone-arm, twin synthetic sapphire styli. In two-tone grey or two-tone green. Height, 8 $\frac{3}{4}$ "; Width, 15 $\frac{1}{4}$ "; Depth, 18 $\frac{3}{4}$ ".



Fabulous

THE LOCKWOOD SUPER

MODEL 21TC290 — 29931

Striking new Front-control styling — Brighter, Clearer Picture — New RCA Picture Tube — Keyed Automatic Gain Control — Power Transformer — Push-Pull On-Off Switch, Stay-Set Volume Control — Two-speaker Balanced Fidelity Sound — Wood Cabinet in choice of Walnut, Mahogany or Limed Oak finishes. Dimensions: H. $32\frac{1}{8}$ " ; W. $29\frac{3}{4}$ " ; D. $16\frac{5}{8}$ ".

Prepaid

All Colors \$369.00



LOCKWOOD

THE WINGATE SUPER

MODEL 21TC292 — 30994

Superb New Console Styling — Illuminated Channel Indicator — Brighter, Clearer Picture — New RCA Picture Tube — Keyed Automatic Gain Control — Power Transformer — Push-Pull On-Off Switch, Stay-Set Volume Control — Two-speaker Balanced Fidelity Sound — Wood cabinet in choice of 3 finishes: Walnut, Mahogany or Limed Oak. Dimensions: H. 35" ; W. $26\frac{1}{8}$ " ; D. $16\frac{1}{8}$ ".

Prepaid

All Colors \$389.00



WINGATE

RCA VICTOR

THE MARLOWE DELUXE

MODEL 21TC291 — 30994

Lowest-priced Deluxe model — New RCA Picture Tube — Brighter, Clearer Picture — Push-Pull On-Off Switch — Stay-Set Volume Control — Power Transformer — Keyed Automatic Gain Control — New "Interference Filter" — Two-speaker Balanced Fidelity Sound — Tone Control — New Money-Saving Tube-Guard — Wood cabinet in choice of 3 finishes: Walnut, Mahogany or Lined Oak. Dimensions: H. 31 $\frac{1}{2}$ " ; W. 29 $\frac{3}{4}$ " ; D. 16 $\frac{1}{8}$ ".

Prepaid

All Colors \$389.00



MARLOWE



FAIRHAVEN

FAIRHAVEN DELUXE

MODEL 21TC293 — 33463

Distinctive Front-Control Styling — New RCA Picture Tube — Brighter, Clearer Picture — New, Magic Tuner That Remembers — Push-Pull On-Off Switch — Stay-Set Volume Control — Power Transformer — Keyed Automatic Gain Control — New "Interference Filter" — Two-speaker Balanced Fidelity Sound — Tone Control — New, Money-Saving Tube-Guard — Stereophonic Speaker Switch — Wood cabinet in choice of Walnut, Mahogany or Lined Oak finishes. Dimensions: H. 33" ; W. 29 $\frac{3}{4}$ " ; D. 16 $\frac{1}{8}$ ".

Prepaid

All Colors \$419.00

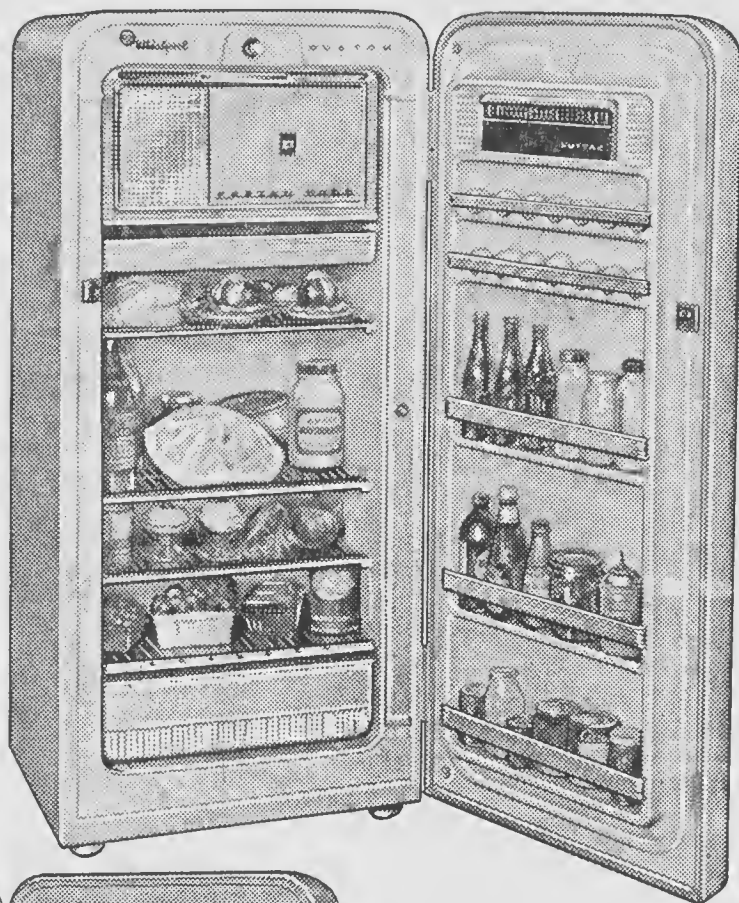
RCA VICTOR WHIRLPOOL REFRIGERATOR - FREEZERS

MODEL BA 839 — 24910

8.16 cu. ft. capacity and a
39 lb. freezer section

- Smart Styling
- Color-Keyed Interior
- Push Button Defrost
- Big Full-Width Freezer
- Jumbo Full-Width Crisper
- Deep, Roomy Door Shelves

Prepaid\$359.00



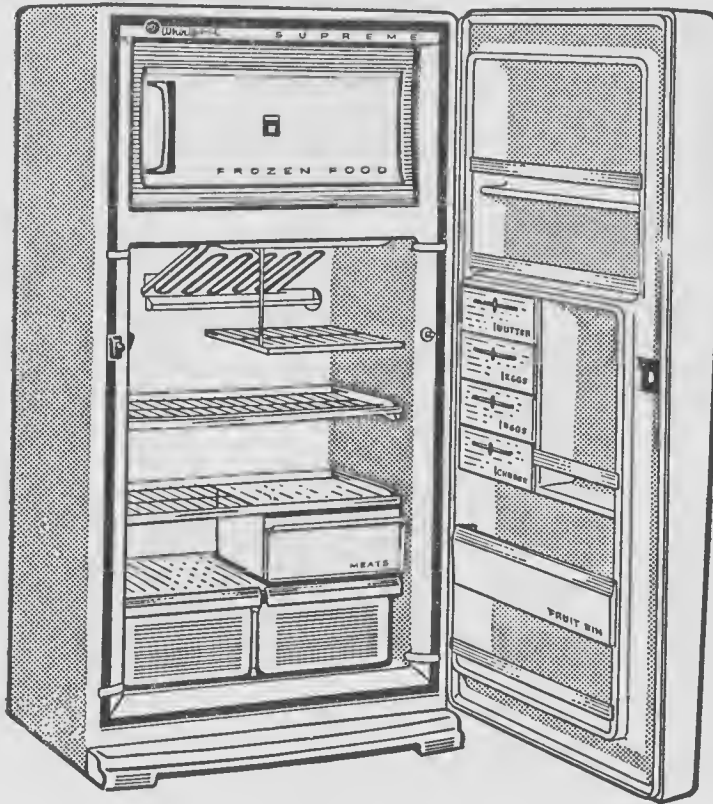
MODEL BM 1152 — 26952

10.7 cu. ft. capacity and a
52 lb. freezer section

- Smart Styling
- Color-Keyed Interior
- Deep, Roomy Door Shelves
- Two-Egg Compartments
- One Pound Removable Butter Keeper

Prepaid\$379.95

RCA Home Appliances



DS12T

RCA *Whirlpool* Supreme Refrigerator-Freezer

12 cubic foot . . . 78 pound
freezer model DS12T.

with . . . completely auto-
matic defrosting refriger-
ator section . . . big 78
pound true zero-degree
freezer

Model DS12T—41925

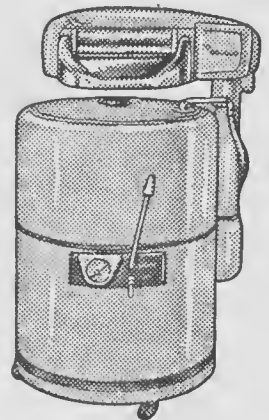
Prepaid \$559.00

WRINGER WASHERS

Model R-200 — 14912:

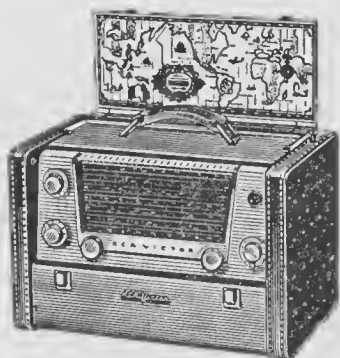
The same pump that empties the washer tub also circulates the wash water along the drain hose, constantly forcing it through a filter located in the tub cover. Wash water is filtered continuously while the washer is in operation — freeing clothes from all lint. Complete with timer and pump, full-length skirt, lovell wringers.

Prepaid \$219.00



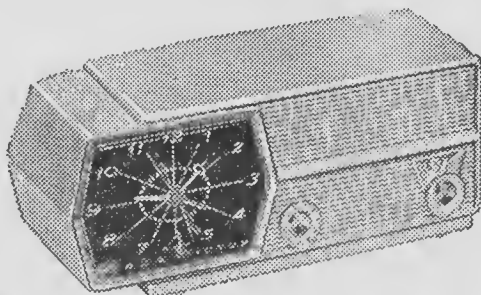
R-200

RCA VICTOR RADIOS



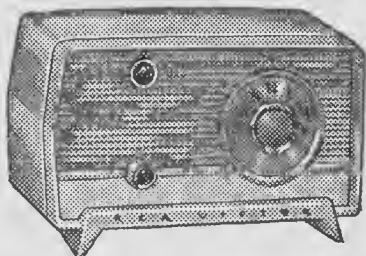
Model 7BX10-16150 Ret. \$215.95

'Round the world portable! 7 short wave bands plus standard broadcast band. 2 antennas. Tan simulated leather case. Height, 10-5/8"; Width, 17½"; Depth, 5¼".



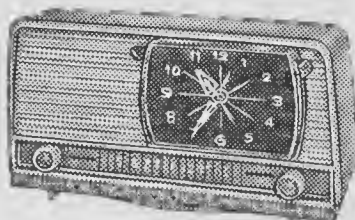
Model C220-3495 Ret. \$42.95

Lowest-priced RCA Victor clock radio. Calibrated Volume Control wakes you at the listening level you want. Convenient "Window Dial" tuning. In Maroon, Antique White, Pink, Dresden-blue or Black. Height, 5-1/8"; Width, 13"; Depth, 5¼".



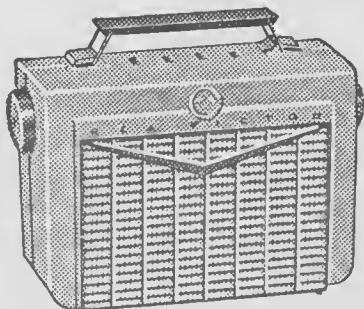
Model X210-2750 Ret. \$34.95

New, convenient push-pull on-off volume control. Illuminated window dial. Phono-jack. Durable printed circuit. In Antique White, Charcoal, Yellow or Pink. Height, 7"; Width, 11½"; Depth, 6".



Model C321-3850 Ret. \$49.95

"Instant-set" lever turns on radio and/or appliance at pre-set time. Slumber-switch. Phono-jack. Illuminated slide-rule dial. In Antique White, Turquoise and Antique White, Pink and Antique White. Height, 6-1/8"; Width, 12-1/8"; Depth, 6¼".



Model P232-2950 Ret. \$42.95

Lowest priced RCA Victor Portable in non-breakable "Impac" case, guaranteed for 5 years. 3-way operation (battery, AC or DC). In Pink, Sandalwood or Spruce Green. Height, 7"; Width, 10¼"; Depth, 3-1/8".

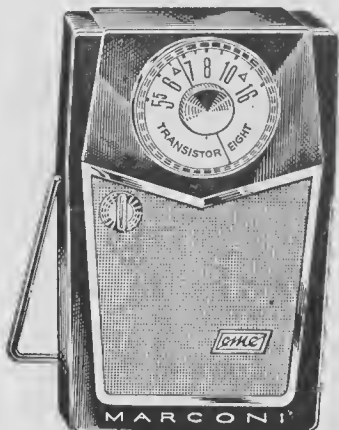


Model P234-4697 Ret. \$69.95

Packed with extra power — pulls in stations way beyond reach of the ordinary portable! "Wave-finder" antenna. 3-way operation. Non-breakable "Impac" case. In Aqua, Horizon Grey, Sandalwood. Height, 8¼"; Width, 11¾"; Depth, 5¼".

MARCONI '59

TRANSISTOR POCKET RADIO

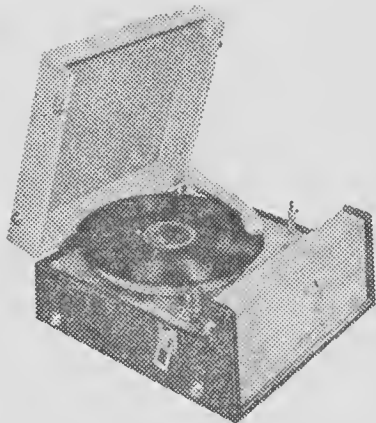


MODEL 488 — 4570: 8 Transistor Pocket Radio — Automated Printed Circuit — Smart Years Ahead Styling — 200 Hour Battery Life — Uses Standard Penlight Cells — Tri-Position Handle — 4" Wide x 6½" High x 1½" Deep.

Colors Black, White, Green, Red and Grey.....**\$59.95**

MODEL 1006 — 2510: COMPACT 4-SPEED PORTABLE — This economical phono has a heavy duty Alnico V PM speaker, fully balanced amplifier and lightweight turn-over cartridge for all record speeds. Automatic pop-up 45 RPM adapter. Compact portable case in attractive two-tone leatherette finishes of black, coral and tan.

RET. \$32.50



MODEL 1007 — 3150: TWIN SPEAKER PORTABLE — This model features two full range balanced speakers for complete tonal reproduction. DeLuxe tone arm. Automatic pop-up 45 rpm adapter. Four speeds. Smart durable brown and tan carrying case.

RET. \$39.95



MODEL 1005 — 4910: AUTOMATIC PORTABLE — 4-Speed Automatic Changer. Powerful amplifier. Full range speaker gives rich, full-bodied reproduction. Separate tone and volume controls. DeLuxe carrying handle and lid catches. Two-tone brown and tan leatherette case.

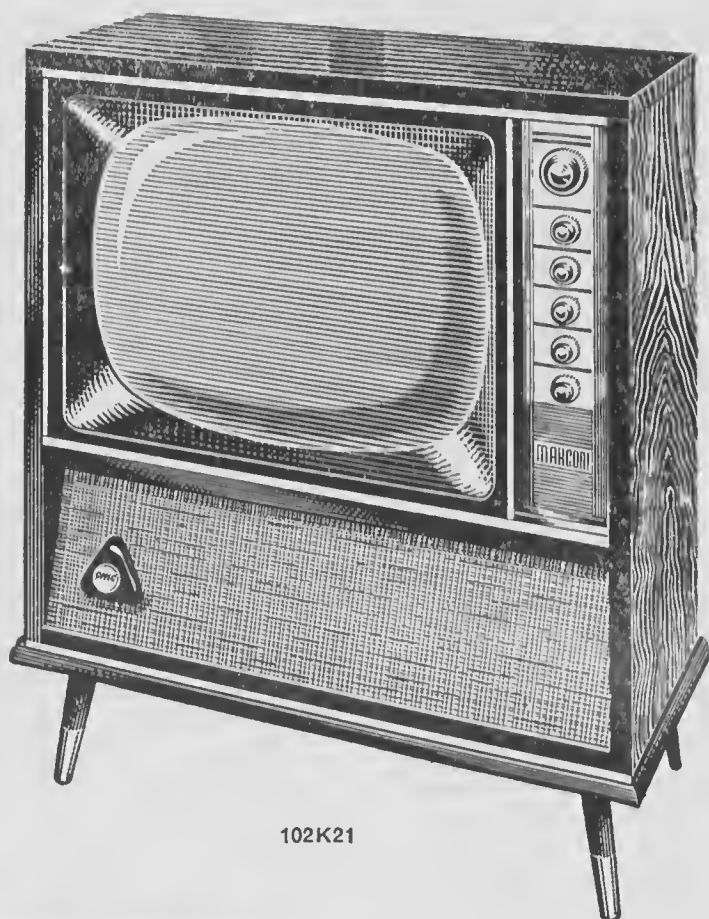
RET. \$69.95

MARCONI

MODEL 102K21 — 27962

21" Nu-Slim Console
 19 Actual Tubes
 Cascode Tuner
 Removable Tinted Safety Glass
 Full Range Speaker
 Signal Monitor
 Adjacent Channel Selectivity
 MARCONI "LIFE TESTED"

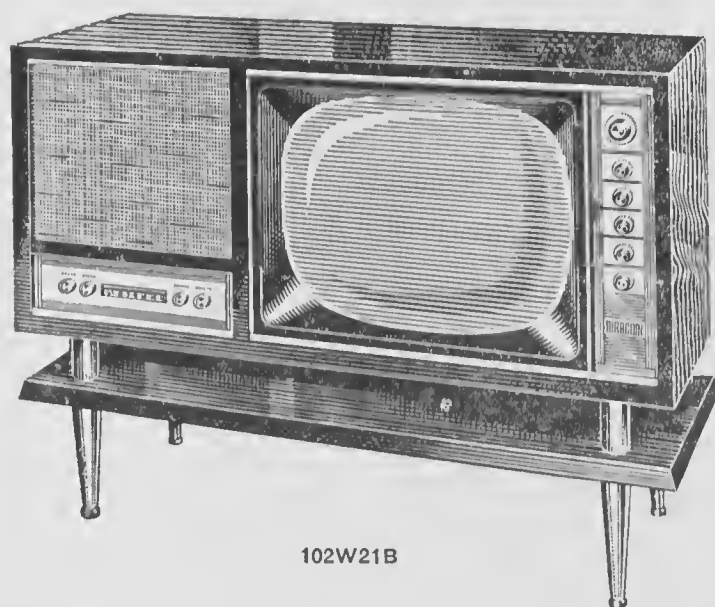
Prepaid
All Colors \$359.00



102K21

102T21 — 23410 — Same as above,
 but table model.

Prepaid
All Colors \$299.00



102W21B

MODEL 102W21B — 40965

21" Nu-Slim TV-Radio Combination
 25 Actual Tubes — 19 TV — 6 Radio
 Cascode Tuner
 Two Front Speakers
 Full Featured Record Changer
 Removable Tinted Safety Glass
 Signal Monitor
 Adjacent Channel Selectivity
 Power Transformer Radio
 Television and Radio Entirely Independent
 MARCONI "LIFE TESTED"

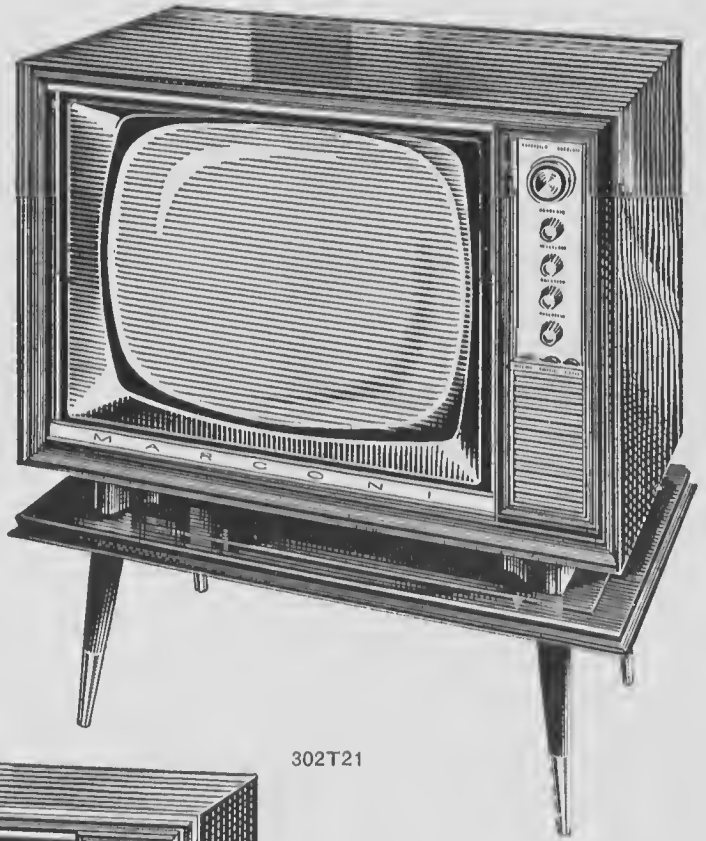
Prepaid
All Colors \$539.00

The Handsome Line For '59

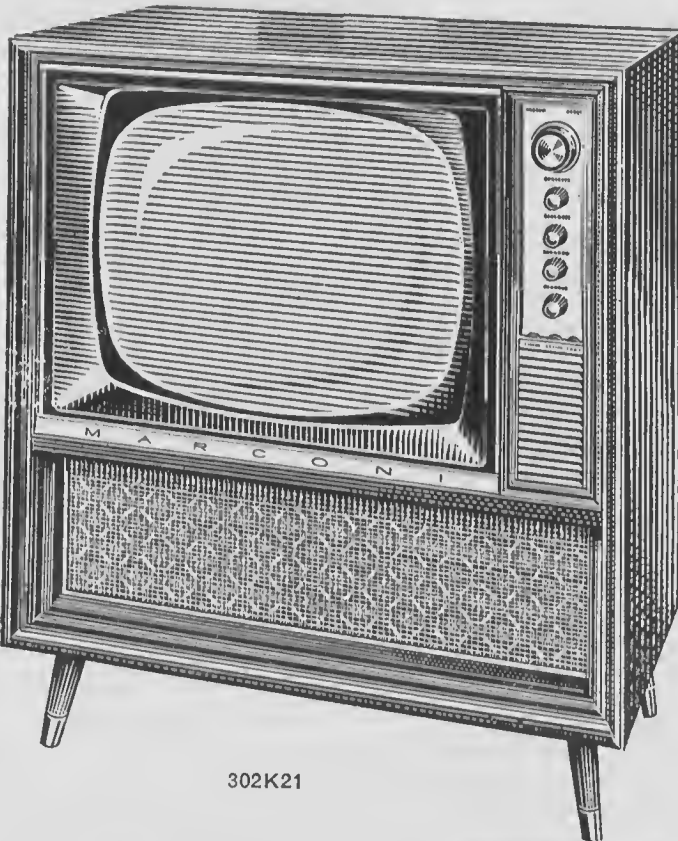
MODEL 302T21 — 28915

21" Nu-Slim Consolette
 Also Available As Table Model
 22 Actual Tubes
 Power Transformer
 Super-Cascode Tuner
 Removable Tinted Safety Glass
 Full Range Tone Control
 Two High Quality Speakers
 Signal Monitor
 Hi-Definition Control
 Adjacent Channel Selectivity
 Illuminated Channel Indicator
 MARCONI "LIFE TESTED"

Prepaid
All colors \$369.00



302T21



302K21

MODEL 302K21 — 30940

21" Nu-Slim Consolette
 Also Available As Table Model
 22 Actual Tubes
 Power Transformer
 Super-Cascode Tuner
 Removable Tinted Safety Glass
 Full Range Tone Control
 Three High Quality Speakers
 Signal Monitor
 Hi-Definition Control
 Adjacent Channel Selectivity
 Illuminated Channel Indicator
 MARCONI "LIFE TESTED"

Prepaid
All colors \$409.00

ALL-NEW "modern classic" styling . . .

MOFFAT *The NEW Look of Leadership* IN ELECTRIC RANGES



Model 30C75W

MODEL 30C70W — 30970: Super 30" range with many deluxe features. Seven-heat switches; Simplimatic clock and timer; new 2-way Therm-O-Guard element; timed outlet; Hi-Lo-Matic; broiler pan and rack; lighted oven with cooking guide and window; enamelled storage drawer; Therm-O-Griddle.

Prepaid **\$409.00**



Model 30C55W

30" Moffat Ranges

MODEL 30C75W — 34912: Canada's finest 30" electric range — with exclusive Hi-Lo-Matic; 2-in-1 Therm-O-Guard element with thermostatically controlled deep well cooker, fryer, griddle; Dial-A-Heat switches; super king size oven; porcelain enamelled warming drawer; electrically accurate minute minder and Simplimatic clock control.

Prepaid **\$449.00**



Model 30C70W

MODEL 30C55W — 27905: Economy leader of the 30" "Modern Classic" series. Seven-heat switches; Simplimatic clock and timer; timed outlet, broil pan and rack; cooking chart and window; storage drawer; Thermo-Guard element.

Prepaid **\$364.00**

23 most-wanted convenience features

40" Moffat Ranges



MODEL 40C90W — 46965: Moffat's new 40" range with two lighted ovens, 21" and small thrifty size, each with Hi-Lo-Matic for perfect baking and broiling; five surface elements, one with Thermo-O-Guard thermostatically controlled heat; deep well cooker, fryer, griddle; Dial-A-Heat switches; two porcelainized storage drawers; electric minute minder, and Simplimatic clock control.

Prepaid\$619.00



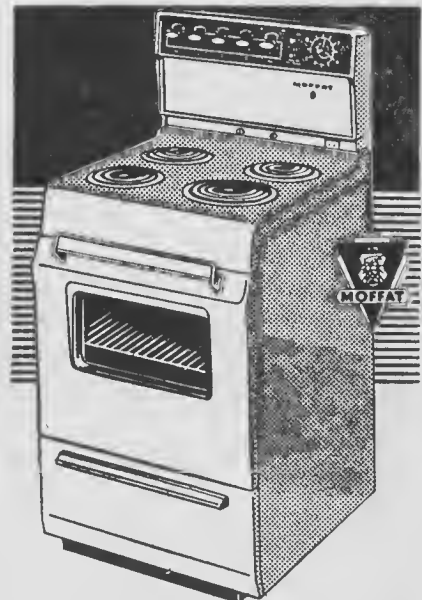
MODEL 40C50W — 35927: A big, wonderful 40" range with dozens of cooking advantages. Simplimatic clock and timer; seven-heat switches; timed outlet; new 2-way Thermo-O-Guard element; handy warmer compartment beside oven; exclusive Hi-Lo-Matic oven rack control; streamlined broiler pan and rack; oven light; cooking chart; two storage drawers, window.

Prepaid\$464.00

24" Moffat Ranges



MODEL 24C80W — 27485: Extra large capacity in a 24" range. All the important "big range" features: full width fluorescent lamp, automatic clock, with electrically accurate minute minder, lighted 7-heat switches, exclusive Hi-Lo-Matic control, big 21" wide lighted oven, warming drawer. Thermo-O-Guard element. **Prepaid\$369.00**



MODEL 24C70W — 23942: An economical 24" deluxe range with "Modern Classic" styling. Full length fluorescent lamp; Simplimatic clock and timer; timed appliance outlet; broil pan and rack; lighted oven with cooking chart on door and window; storage drawer.

Prepaid\$319.00

MARCONI Hi-Fi Combinations



Model 431

MODEL 431 — 17960

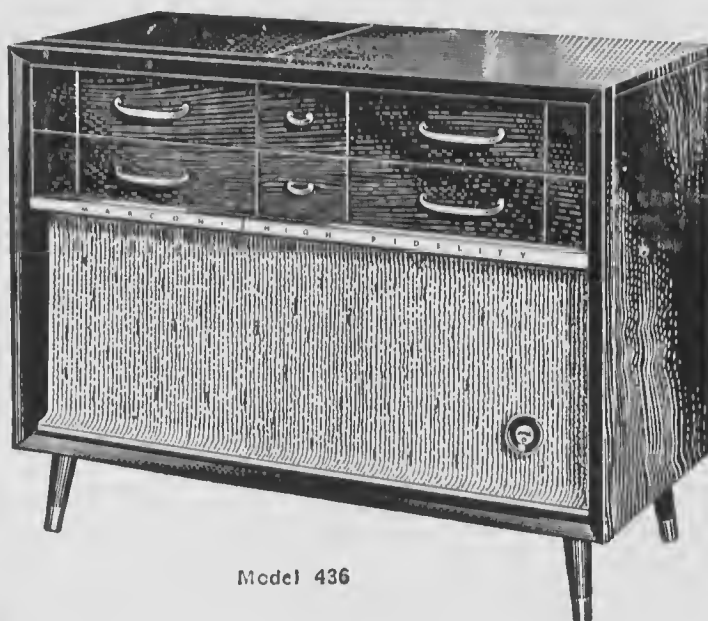
- 4 Speed Record Changer
- 4 Pole Motor
- Automatic Shut-Off
- 2 Sapphire Tipped Styli
- 3 Balanced Speakers
- Power Transformer
- Bass Reflex Chamber
- 7 Tube Radio
- Slide Rule Dial
- Bass and Treble Tone Controls
- Modern Styled Cabinet

Prepaid

All Colors\$249.95

MODEL 436 — 22997

- 4 Speed Record Changer
- Automatic Shut-Off
- 4 Pole Motor
- 2 Sapphire Tipped Styli
- Variable Reluctance Cartridge with Crossover Network
- 3 Balanced Speakers
- Power Transformer
- Bass Reflex Chamber
- Pre-Amplifier
- Record Compensation
- 8 Tube Radio plus Diode Detector
- Bass and Treble Tone Controls
- Hand Rubbed Cabinet in Contemporary Styling



Model 436

Prepaid

All Colors\$309.95

Electrohome **MANTEL RADIOS**

Presents a dashing combination of unique styling and fine performance in a compact clock radio.

5 tube chassis with slide rule dial.

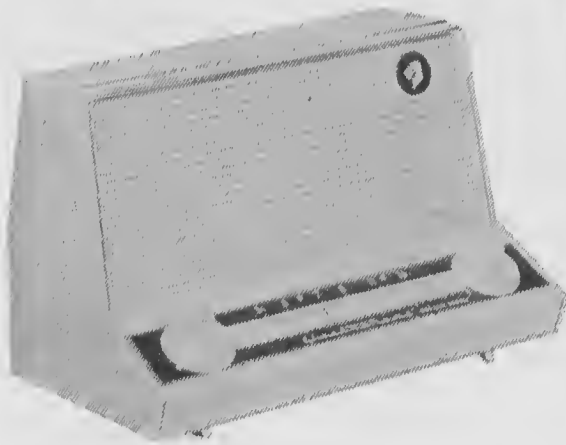
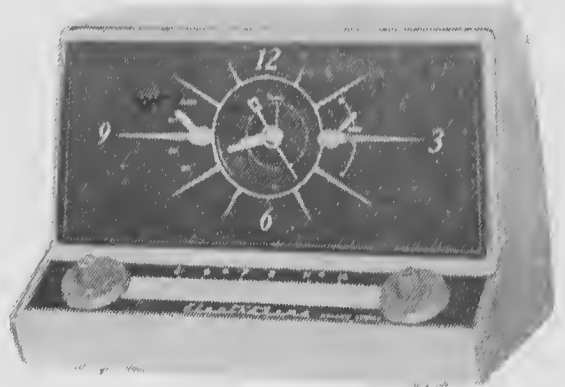
Wide range permanent magnet speaker.

Westclox clock movement with slumber switch, alarm and appliance outlet.

Available in gold and white, or pink and white.

Dimensions — 7¼" high x 7¼" deep x 11" wide.

Model 5C12—3997 \$49.95



A matching mantel radio model in gold and white, or pink and white color combinations.

Model 5T14 — 3069 \$39.95

A deluxe 5 tube clock radio designed to give pure pleasure in both sight and sound.

Accurate Telechron clock movement with slumber switch, appliance switch and alarm.

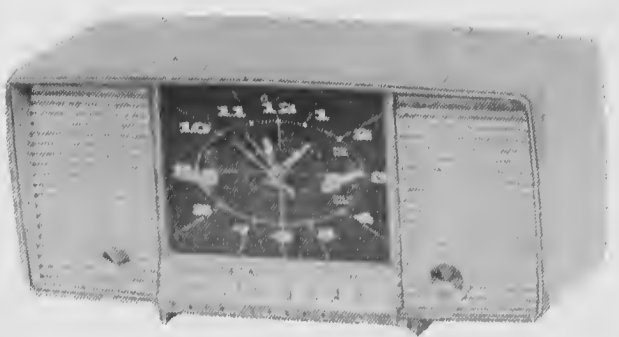
Twin 4" permanent magnet speakers.

Phono jack and switch on chassis skirt.

Available in white and coral, charcoal and white, and pink and white color combinations.

Size — 13" wide x 6" high x 5¼" deep.

Model 5C14 — 4450 \$54.95



A twin speaker 5 tube mantel radio in charcoal and white, or white and coral color combinations.

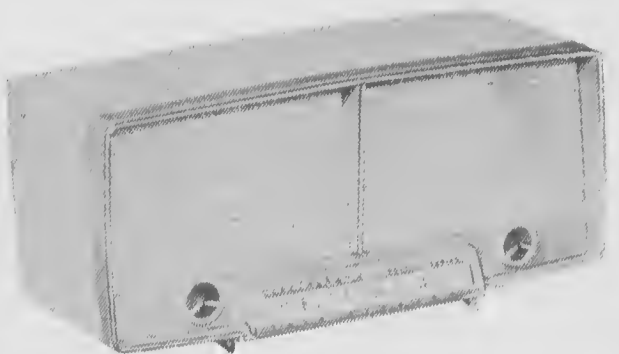
5 tube, single band chassis with slide rule dial.

Two 4" P.M. speakers.

Phono-radio switch and jack on chassis skirt.

Dimensions — 13" wide x 6" high x 5¼" deep.

Model 5T15 — 3210 \$39.95

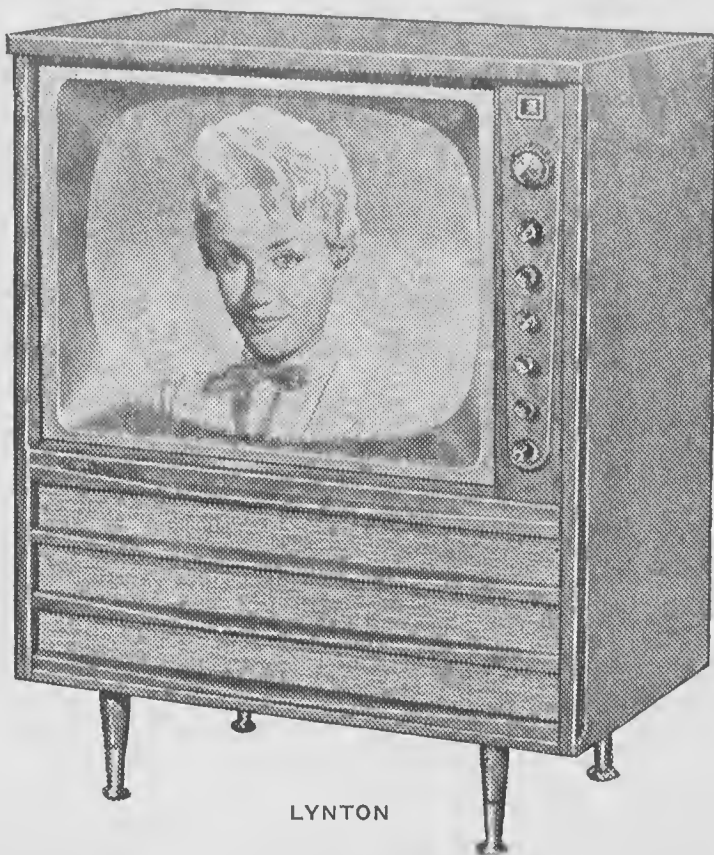


ELECTROHOME TV

The Lynton

Scandinavian design styled by Deilcraft in solid wood to blend with most contemporary settings.

- Top performance — exclusive horizontal transformer powered 23 tube chassis operation. Uses 90 degree short neck 21" picture tube of proven quality.
- Three Way Speaker System — Full fidelity sound with woofer and two tweeters plus separate Bass and Treble tone controls.
- Four Way Picture Protection — Keyed automatic gain control; Adjacent channel wave traps; Picture stabilization; New horizontal locking circuit.
- Special Features — Stereo Hi Fidelity jack and switch on rear chassis skirt — A.C. power convenience outlet on chassis.
- Deep polished genuine hardwood veneer cabinet by Deilcraft in Walnut, Mahogany, Autumn Leaf Mahogany, Light Oak, and exclusive Swedish Walnut.



LYNTON

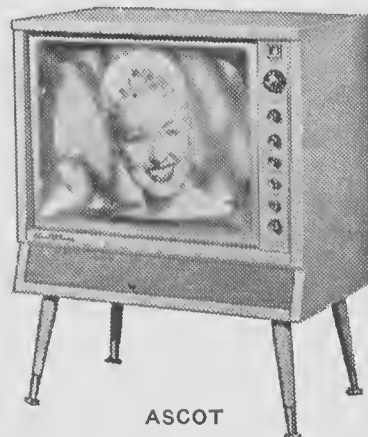
- Cabinet Dimensions: 34" high x 27" wide x 17½" deep.

C7-32485—Prepaid All Colors.....\$429.00

The Ascot

New luxury in a consolle with superb cabinet styling by Deilcraft.

- Twin speaker sound — Two 10" x 2½" P.M. console quality speakers reproduce full fidelity sound.
- Separate Bass and Treble tone controls.
- 23 tube transformer-powered chassis designed and built for Canadian conditions.
- 21" short neck 90 degree picture tube tried and proven for maximum viewing pleasure.
- Special features — A.C. power outlet on chassis skirt.
- Stereophonic Hi Fidelity sound jack and switch — Illuminated Channel Selector Window — 4-way picture protection — Tinted, tempered removable safety glass.
- Five genuine hardwood veneer finishes by Deilcraft — Walnut, Mahogany, Autumn Leaf Mahogany, Light Oak and Swedish Walnut.



ASCOT

- Cabinet Dimensions — 34" high x 27" wide x 17½" deep.

C8-29613—Prepaid All Colors.....\$399.00

Powerhouse line for 1959

The Hightate

A three-way combination with style and performance. Completely separate radio-phono and television chassis.

- Electro-matic 22 tube transformer powered wedge design horizontal TV chassis with 90 degree, short neck 21" picture tube.
- Six tube transformer powered radio-phono chassis for full range reproduction.
- Three-way speaker system — one woofer and two tweeters plus separate Bass and Treble tone controls.
- British built B.S.R. 4-speed changer with true Intermix system and high efficiency ceramic cartridge.
- Deilcraft designed genuine hardwood veneer cabinets — Walnut, Mahogany, Light Oak



HIGHTATE

and exclusive new Swedish Walnut.

- Cabinet Dimensions — 38" high x 43 $\frac{1}{2}$ " wide x 17 $\frac{1}{2}$ " deep.

C9-41567 Prepaid All Colors.....\$549.00

The Westmount

Solid wood console cabinet with tastefully simple design.

- Wedge type horizontal 22 tube Electro-matic chassis — performance proven coast to coast.
- Separate Tone Control plus high quality 8" P.M. speaker for true fidelity audio reproduction.
- Short neck 90 degree picture tube with 21" screen gives 274 square inches of viewing area.
- Deilcraft cabinet available in five finishes of genuine hardwood veneers — Walnut, Mahogany, Autumn Leaf Mahogany, Light Oak and exclusive Swedish Walnut.
- Special Features — Keyed automatic gain control — A.C. power outlet on rear chassis skirt — Neutrode Turret type tuner — Stereo Hi Fidelity jack and outlet.
- Cabinet Dimensions — 34" high x 27 $\frac{1}{4}$ " wide x 17 $\frac{1}{4}$ " deep.



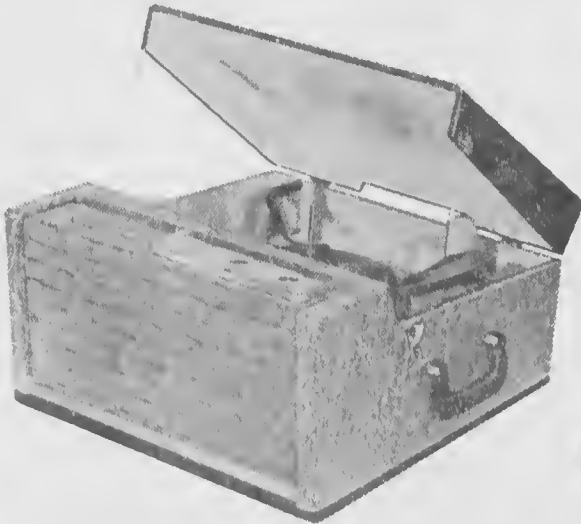
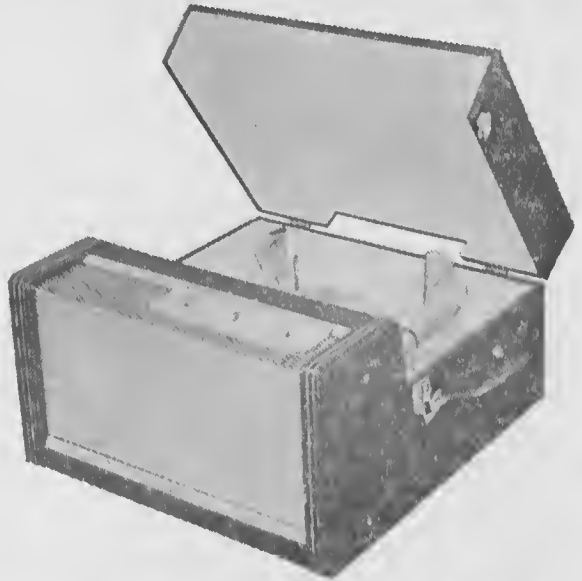
WESTMOUNT

C10-28977 Prepaid All Colors.....\$389.00

ELECTROHOME Hi-Fi Phonographs

Deluxe Stereo-equipped Phonograph
Full range 5 tube amplifier with separate Bass and Treble tone controls.
High Fidelity speaker system with one 8" woofer and two 3½" tweeters and cross-over network. B.S.R. model UA8 4 speed spring mounted changer.
Automatic changer-amplifier shut off after last record.
Turnover ceramic cartridge with dual sapphire styli.
Special Features include — stereo output jack and external speaker connection jack.
Finished in a rich leather luggage style black, white and gold color combination.
Dimensions — 9½" high x 17¼" wide x 9" deep.

Model 4B32 — 9950 \$129.50



Powerful, sensitive, 3 tube plus rectifier amplifier for full dimensional sound.
Four speed British built B.S.R. model UA8 spring-mounted automatic High Fidelity record player with efficient record intermix feature and automatic shut off.
High Fidelity sound system includes a 3½" permanent magnet tweeter and a high quality 8" woofer plus crossover network and extension speaker jack.
Handsomely finished in grey and black luggage style case.
Dimensions — 9" high x 16¼" wide x 18½" deep.

Model 4B31 — 7997..... \$99.95

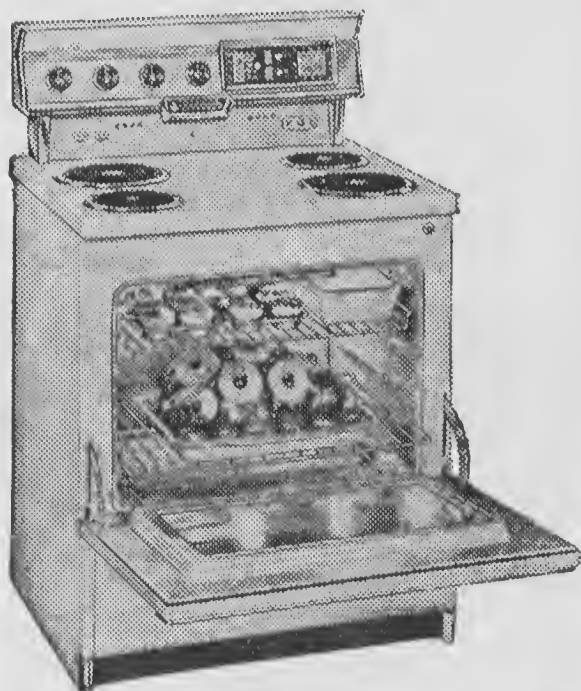
CHAIRSIDE HI-FIDELITY PHONOGRAPH

5 tube amplifier with push-pull output — separate Bass and Treble controls.
B.S.R. 4-speed spring mounted changer, adapted for stereo operation.
High Fidelity speakers include an 8" woofer and two 3½" tweeters and crossover network.
Extension speaker jack for stereo operation.
Solid wood cabinet available in Walnut, Swedish Walnut, Mahogany or Light Oak finishes.
Dimensions — 25" high x 26" wide x 17" deep.

Model 4C35 — 13250.....\$169.50



Admiral *Slimline Electric Stoves*



MODEL 3087C

MODEL 3087C — 33915

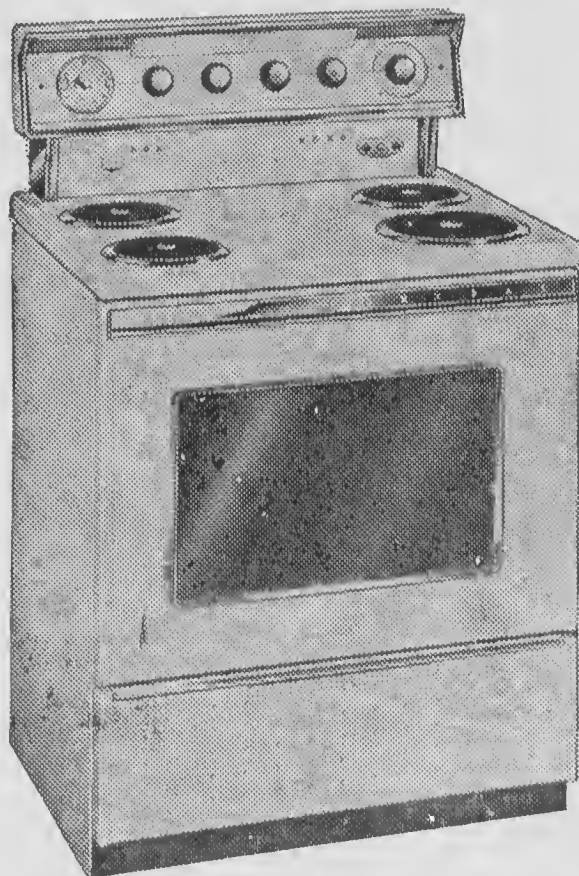
ADMIRAL 30" Imperial Model 3087C. Built-In Styling. Approved for "Zero" installation. Largest Oven in a 30" range — 24" wide. Divided, Recessed Top. Four Flex-O-Heat Controls with Indicator Lights, Single-Dial Oven Control with Automatic Pre-Heat and Signal Light, Roast Meat Thermometer Probe and Indicator, Deluxe Automatic Electric Timer Clock with Electric Minute Timer, Full-width fluorescent top light, Two appliance outlets, 4 Superspeed Microtube Surface Units with "Hot Spot" 6" Unit, Automatic Temperature Control Unit, Removable Oven Door, Giant 13" x 21" Non-Fogging Oven Picture Window, Oven floodlight and "Peek" Switch, Infra-Red Broiler, Rollers and Rotary Roaster (optional, extra). Full Width Storage Drawer, 47-5/8" H., 29 3/4" W., 26 1/4" D.

PREPAID \$449.95

MODEL 3081C — 24970

ADMIRAL 30" Deluxe Model 3081C. Built-In Styling. Approved for "Zero" Installation. Largest Oven in a 30" Range — 24" Wide. Four 7-Heat Controls. Single-Dial Oven Control with Automatic Pre-Heat and Signal Light, Automatic Electric Timer Clock controls oven with just two simple settings. Removable Oven Door. Divided, Recessed Top. 4 Superspeed Microtube Surface Units. Rollers (optional, extra), 47" H., 29 3/4" W., 26 1/4" D.

PREPAID \$329.95



MODEL 3081C

MARK OF QUALITY Throughout the World

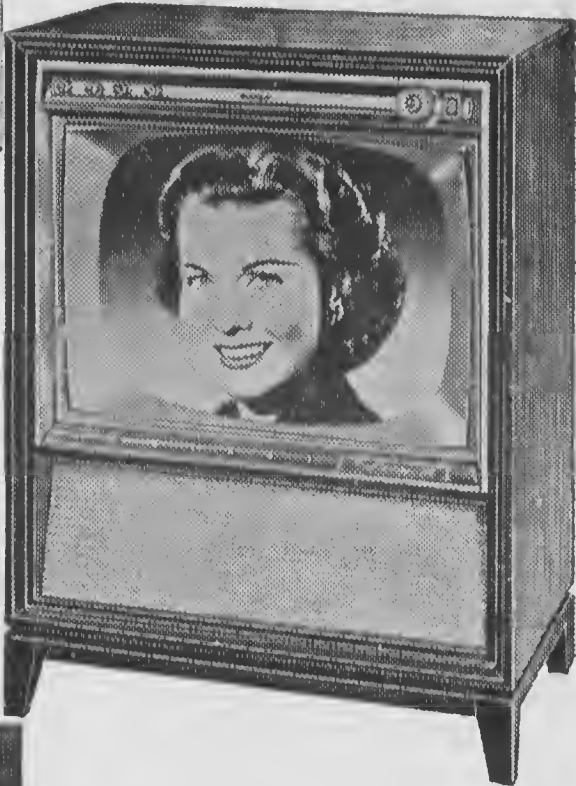


The Fontaine

MODEL TH21H41X — 27620
21" High Fidelity Table TV with new horizontal high fidelity chassis. 3½ watt integrated high fidelity Amplifier and acoustically matched speaker. Separate bass and treble controls. Fletcher Munson type loudness control. Matching swivel base and speaker kit, or brass legs (optional, extra). In walnut, mahogany or blonde wood. 22½" H.; 24½" W.; 15½" D.
Prepaid All Colors.....\$349.95

The Okanagan '59

MODEL CH21H61X — 31925
21" High Fidelity TV console with 3½ watt amplifier and 3-speaker high fidelity sound system. New horizontal high fidelity chassis. "Cool Coll" transformer. "Golden Signet" Cascade tuner. "Black Magic" 110° picture tube. In walnut, mahogany or blonde wood. 36½" H.; 27½" W.; 16½" D.
Prepaid All Colors.....\$419.95



The Woodley

MODEL CH21H41X — 36975
21" High Fidelity TV console with integrated 3½ watt high fidelity amplifier; two 8" and two 5" high fidelity speakers. Horizontal high fidelity chassis delivers 20,000 volts of picture power. "Golden Signet" Cascade tuner. In walnut, mahogany or blonde wood, or sierra veneer. 37½" H.; 31½" W.; 16" D.
Prepaid All Colors.....\$479.95



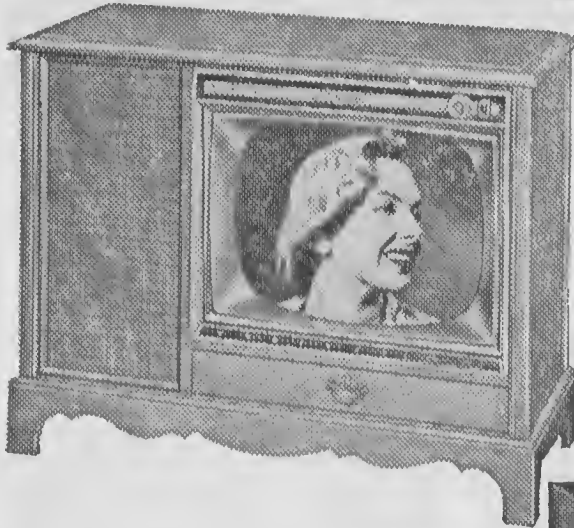
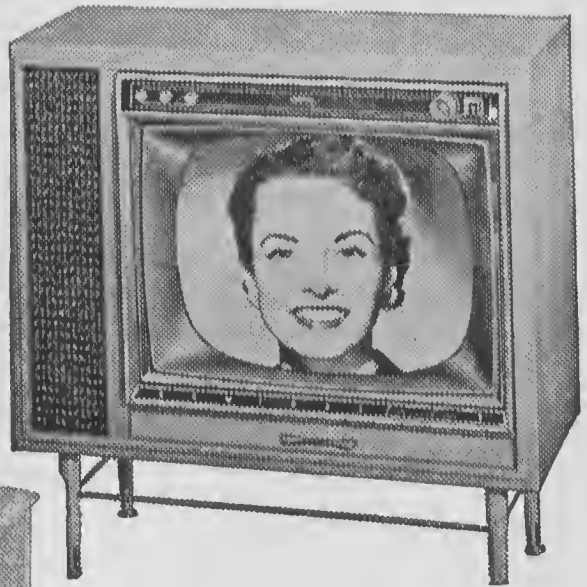
1959 Admiral TV

The Wilshire

C12-31920—

21" Super TV Lowboy with "Slimmer-than-Ever" cabinet. "Golden Stage" picture frame with all-top-front controls. Pull-push, on-off control. New horizontal chassis with full fidelity sound. "Golden Signet" Cascode tuner. "Cool Coll" power transformer. New 110° "Black Magic" picture tube and Optic Filter. Two 6" x 9" speakers, front mounted. Tone control. In walnut, mahogany, or blonde wood.

Prepaid, All Colors **\$419.95**



The Bradford

C13-38960—

21" High Fidelity TV with 3½ watt high fidelity amplifier and acoustically matched 4-speaker sound system. 20,000 volts of picture power. Fletcher Munson type loudness control. Separate bass and treble controls. Phono jack. In hand rubbed walnut, mahogany or maple veneers. 32½" H.; 41" W.; 16½" D.

Prepaid, All Colors **\$519.00**



The Mapleton

C14-24970—

Off-the-floor 21" Console with new compact styling. New Admiral Deluxe Chassis with Cascode circuits and Hi-Gain Cascode tuner. Aluminized picture tube with Optic Filter. Heavy duty 6" speaker. Super range finder. All top front controls. In walnut, mahogany or blonde wood.

Prepaid, All Colors **\$349.95**

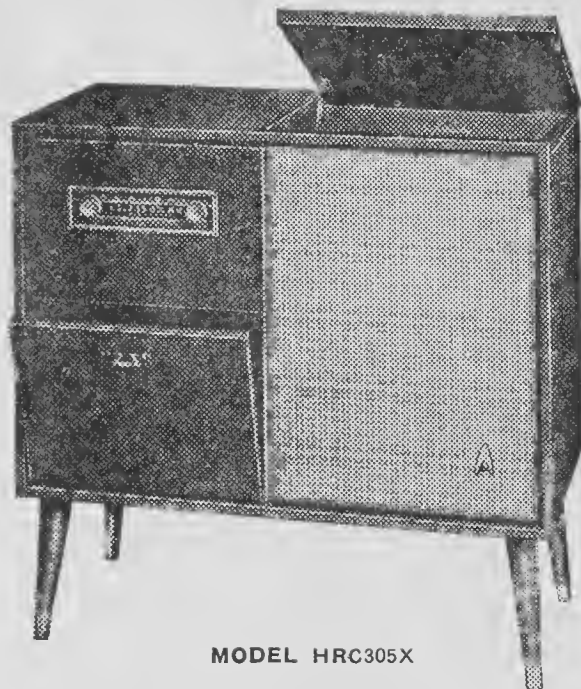
Admiral HIGH FIDELITY COMBINATION

Model HRC305X—15960

Long distance AM Radio with tone control, radio-phono switch, lighted slide rule tuning dial. Built in Ferroscope rod antenna, automatic volume control. High Fidelity Collaro "Conquest" spring-mounted automatic record changer plays all records: 7", 10", 12"; all speeds: 78, 45, 33 and 16 R.P.M. Four-pole synchronous motor. Collaro Studio "T" ceramic cartridge with two sapphire styli for 78 R.P.M. and LP records. Automatically shuts off after last record. Plays up to 14 records. Balanced turntable with rubber mat. Ample 12" record storage space.

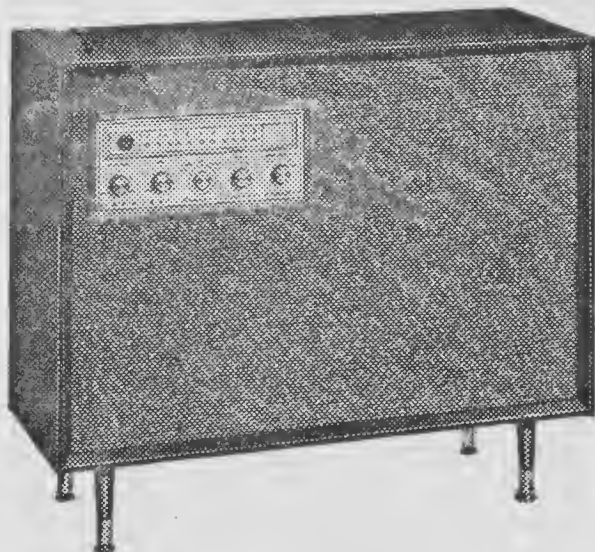
Two front-mounted speakers: 10" woofer, 3½" tweeter, with crossover network, 1½ watt amplifier, pilot light, on-off volume control. In Walnut, Mahogany, or Blonde Wood. Dim: 29½" H., 30¾" W., 15¼" D.

Prepaid
All Colors **219.95**

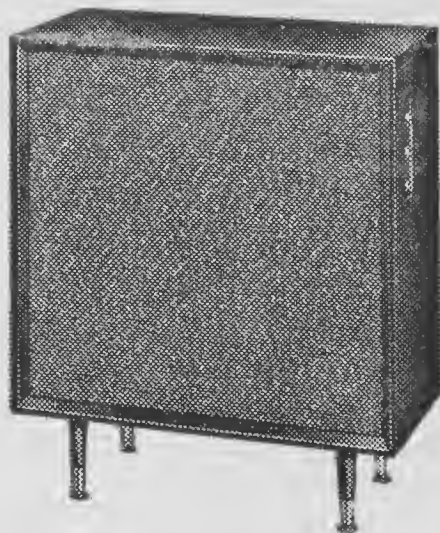


MODEL HRC305X

Stereophonic High Fidelity Ensemble



Dim: 29¾" H., 34" W., 16⅛" D.



Dim: 29¾" H., 24" W., 16⅛" D.

Model 632X — 46947

Admiral FM-AM Dual Channel Stereophonic High Fidelity Ensemble. Master unit features static free FM and long distance AM radio at its finest. The Master unit and matching Stereo speaker cabinet contain a perfectly balanced dual channel system of 8 speakers: two giant 12" woofers, two dynamic 5¼" lower middle

range speakers, two matching 4" upper middle range speakers and two high frequency 3½" tweeters. Matched dual channel high fidelity power amplifier gives up to 30 watt output. Stereo record changer is engineered for perfect compatibility with new Stereo and all other records. In Mahogany or Blonde wood, or Sierra Veneer.

Prepaid All Colors
For Both Units

639.00

Admiral *Slimline* REFRIGERATORS

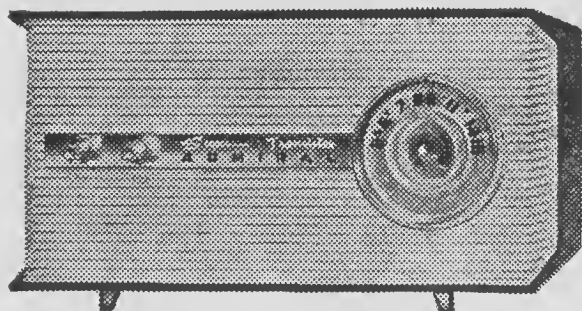
AUTOMATIC PUSH BUTTON DEFROST
ADMIRAL DELUXE REFRIGERATOR —
MODEL CA1155-27965 — Built-In Styling.
10.8 cu. ft. Full-Width Freezer Chest and
Drawer hold 62 lbs. Food. 2 Ice Cube Trays.
Freezer Chest Door. 3½ Shelves (½ Shelf
Removable). 20 sq. ft. Shelf Area. Tall
bottle space. Full-Width Clear-View Cris-
per. Butter and Cheese Chest. Interior
Light. 4 Recessed Door Shelves. "Glacier
Blue" Interior. Door opens "Within Itself".
"Touch-O-Magic" Safety Door Handle.
Rollers (optional, extra). 63¼" H.; 28" W.;
27-3/8" D.

CA1155—27965

Prepaid \$399.95



NEW! ADMIRAL "CORDLESS" RADIOS



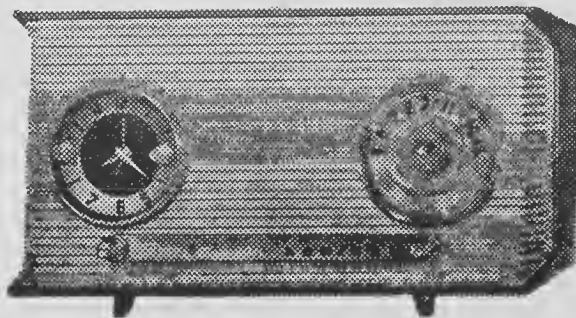
Model 566 — 6297

3 TRANSISTOR "CORDLESS" TABLE RADIO — Plays anywhere! Brilliant reception indoors or out. No electric outlet needed! Automatic volume "sentinel". Powerful speaker. Variable tone control. Plays up to 1000 hours on 6 "C" size flashlight batteries. Molded cabinet in Diamond Black and White or Sun Gold and White. Dim. 6¼" H.; 11" W.; 3⅞" D. **\$79.95**

Model 816 — 7597

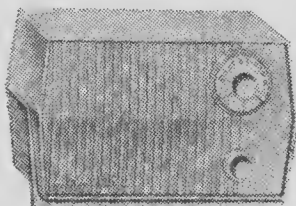
8 TRANSISTOR "CORDLESS" CLOCK RADIO — Goes with you anywhere . . . plays everywhere without electrical outlet. Electric clock has luminous hands, wakes you to music, shuts itself off. Keeps accurate time on one "C" size battery month after month. Built-in Aeroscope Antenna. All other features identical to Model 566.

\$99.95



Admiral 'Smart Set' RADIOS

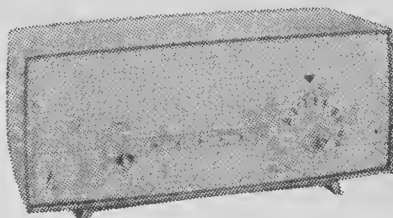
GAY, PETITE, VERSATILE



MODEL 4L20AX-1725

Table Radio, AC/DC
"Printed Circuit" chassis.
"Aeroscope" Antenna.
Red, Yellow, Pink or Grey

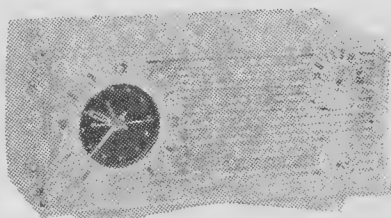
\$24.95



MODEL 275X-3360

Deluxe Table Radio.
5-tube chassis.
4" x 6" oval speaker
Phono jack.
3 color combinations.
Grey and White, Green and White,
Red and White

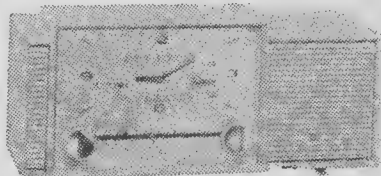
\$42.95



MODEL 264X-3510

Custom Clock Radio.
Wakes you to music.
Telechron Clock with sweep
second hand.
4 color combinations.
Green and White, Pink and White,
Red and White.

\$49.95



MODEL 296X-4600

Super Deluxe Clock Radio.
Deluxe features, plus phono jack.
Luminous clock hands.
3 color combinations.
Gold and White, Maroon and White,
Green and White.

\$64.95



MODEL 528X-6127

6 Transistor Portable with 2
speakers for "Sound All Around".
Uses 8 flashlight batteries.
2 color combinations.
Black and Gold, 2-Tone Gold.

\$79.95



MODEL 537X-6985

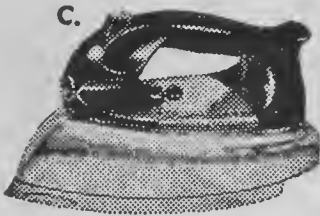
8 Transistor Portable with 2
speakers and tone control.
Unsurpassed performance.
2 color combinations.
Black and Gold, 2-Tone Gold.

\$89.95

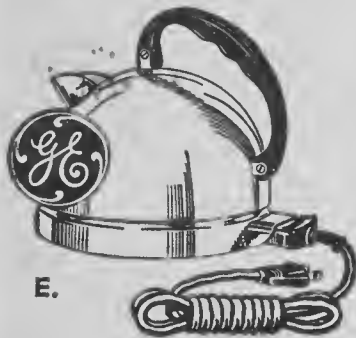
GENERAL ELECTRIC APPLIANCES



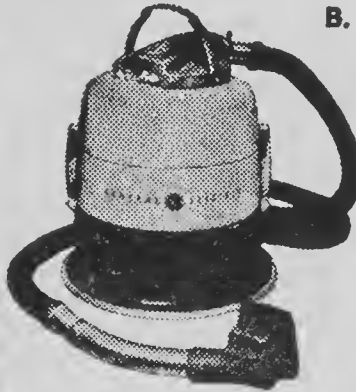
A.



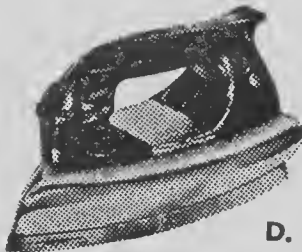
C.



E.



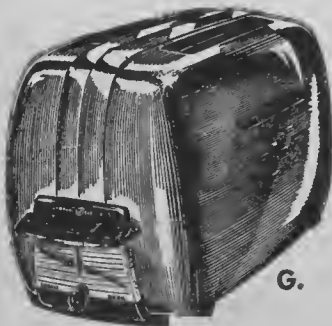
B.



D.



F.



G.



H.

A — Completely Automatic Percolator — Shuts off automatically when coffee is done, keeping hot for serving indefinitely. Finished in beautiful chrome.

B. P400—2210 Retail \$29.95

B — General Electric Swivel-Top Cleaner — Never see the dirt. Dirt is collected in "Throw-Away Bag", which is instantly replaceable. Roll around base included in the price, with attachments.

VC2B—6500 Retail \$89.95

C — General Electric "Even-Flow" Steam Iron — Has heat control, button hooks, very light in weight. Press button down for straight automatic dry iron, up for steam. Weight two pounds.

F94—1600 Retail \$21.50

D — General Electric Featherweight Iron — Weight, only three pounds. Specially designed air-cooled handle provides perfect balance.

F80—950 Retail \$12.95

E — General Electric Kettle — Boils water in 2½ minutes. Easy to clean, chrome finish, with automatic shut-off if it boils dry. 1500 watt element.

K42—1050 Retail \$14.50

F — General Electric Skillet — Completely automatic by setting desired temperature. Can be immersed into water right up to indicator. Three-quart capacity. New square, '57 model.

S2—1800 Retail \$24.95

G — Automatic Pop-Up Toaster — Fast, silent, with fingertip heat control. Finished in gleaming chrome.

T31—1850 Retail \$24.95

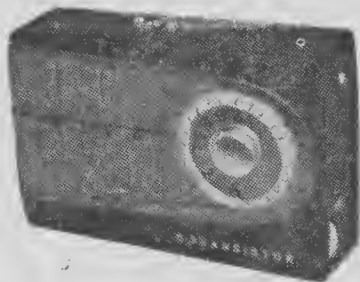
H — General Electric Polisher — Featuring two rotating brushes and lamb's wool buffing pads. Make your house shine.

CS15—3600 Retail \$49.95

Ex. (Not Illustrated). — New Vapour Control Kettle — Safety switch turns elements off automatically. Can be used as vapourizer.

K44—1300 Retail \$17.50

TRANSISTOR RADIOS FULLY GUARANTEED



MODEL KR6TS1-3650

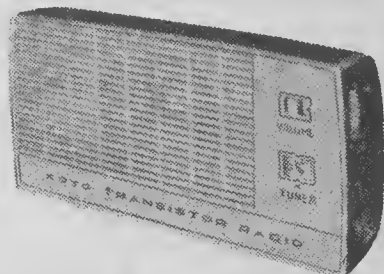
Six Transistor pocket size with big room volume in handsome leather carrying case. Plays on four Penlight Batteries. Colors: Ivory, Maroon, Grey or Blue.

Complete with Leather Case,
Earphone and Batteries.....\$49.95

MODEL KR6TS2-3650

Six Transistor pocket size with excellent volume and undistorted sound. Plays on 4 penlight batteries. Color: 2-tone light grey front, dark grey back.

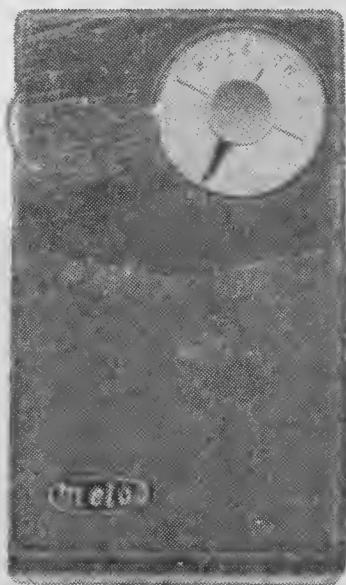
Complete with Leather Case,
Earphone and Batteries.....\$49.95



MELOS — 3600

Smallest 6 Transistor radio fits easily into pocket or handbag. Amazing power and tone. 3 colors: 2-tone red, green, black with gold trim and ivory back.

Complete with Leather Case,
Earphone and Battery.....\$49.95



SCOTCH — 1797

Compact 4 tube portable radio with wave finder antenna that turns for best signal. In 3 tone colors: ivory, black and red; grey, blue and red; maroon, white and black. Design Award Winner.

Complete with Batteries and Earphone.....\$27.95

